

FIG. 1

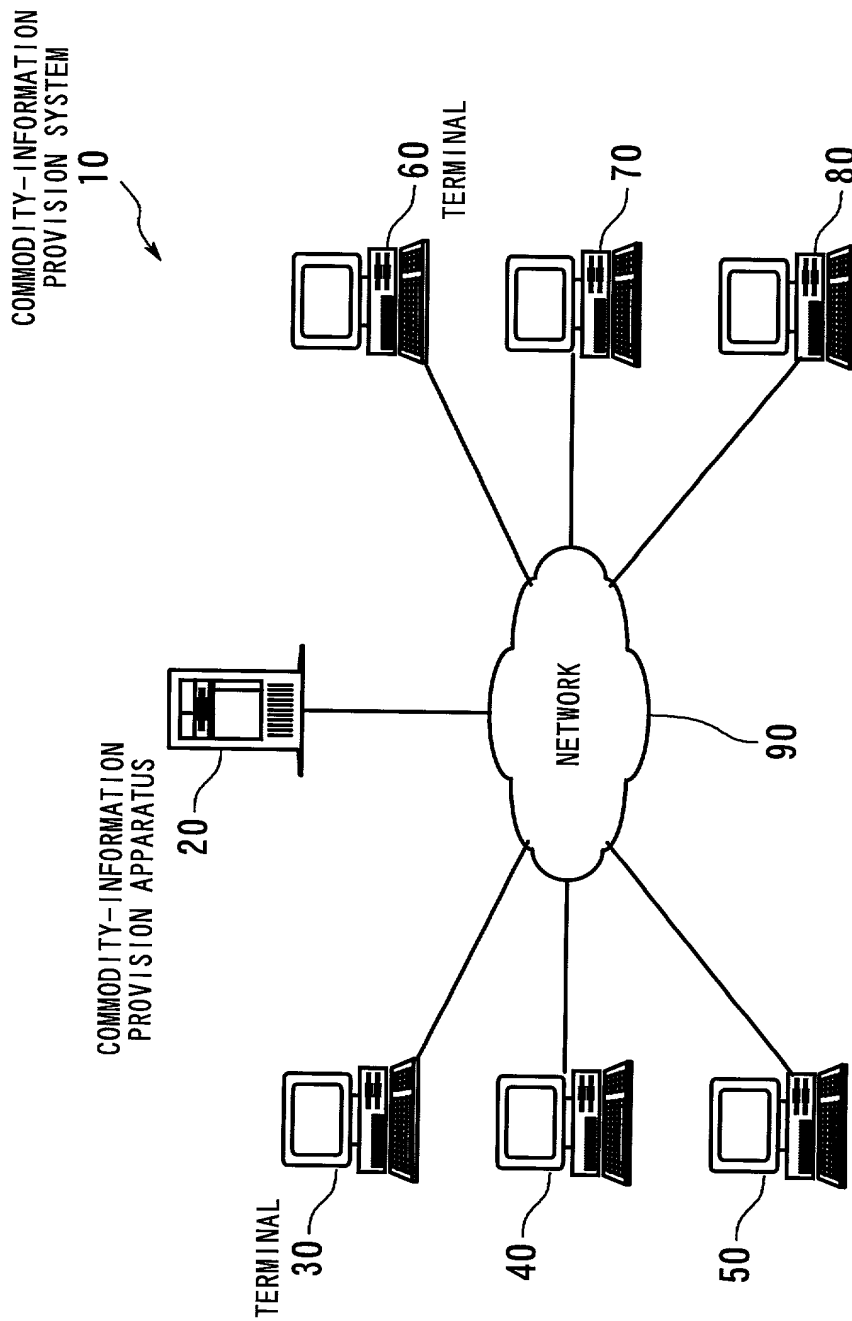


FIG. 2

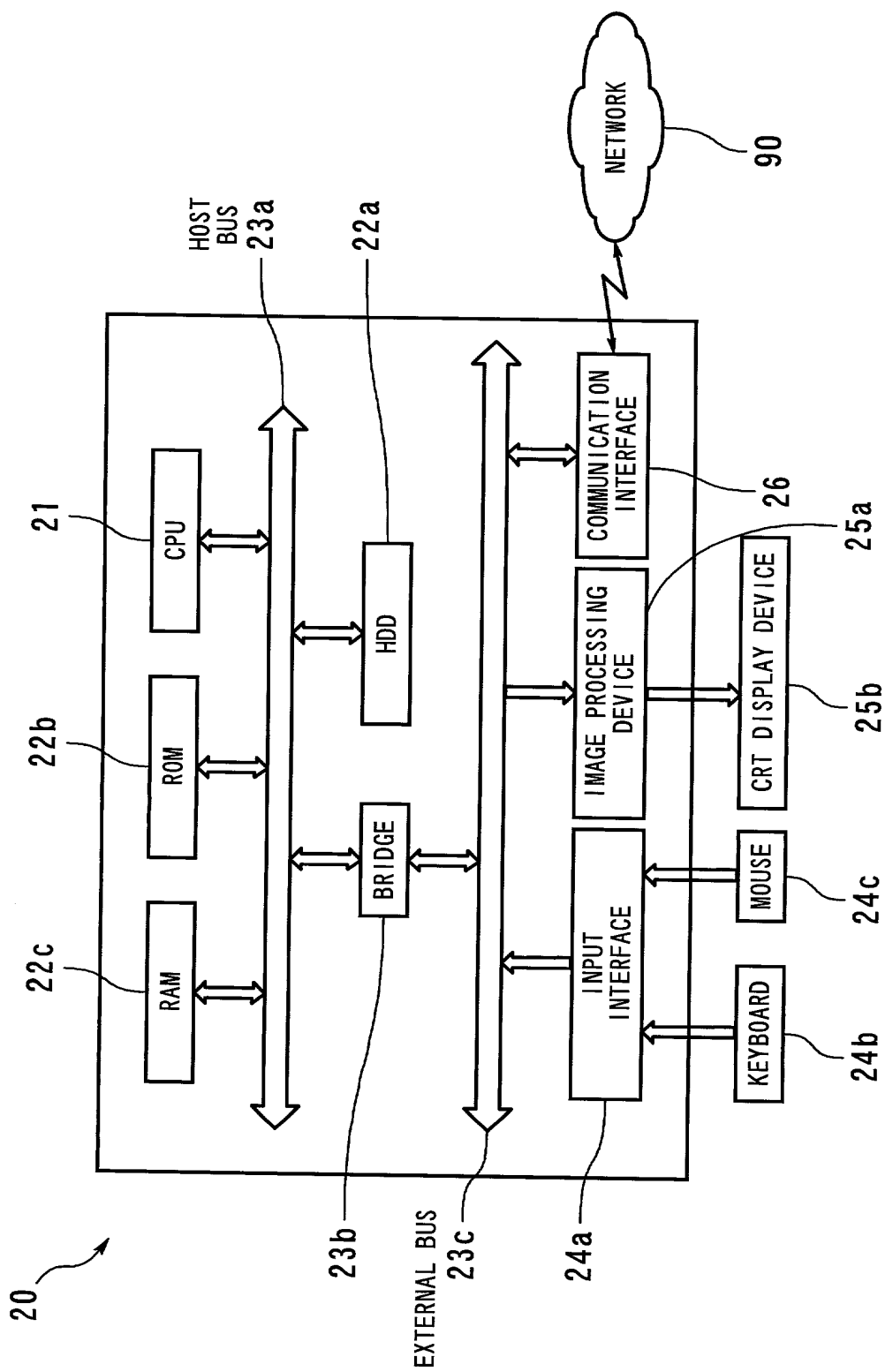


FIG. 3

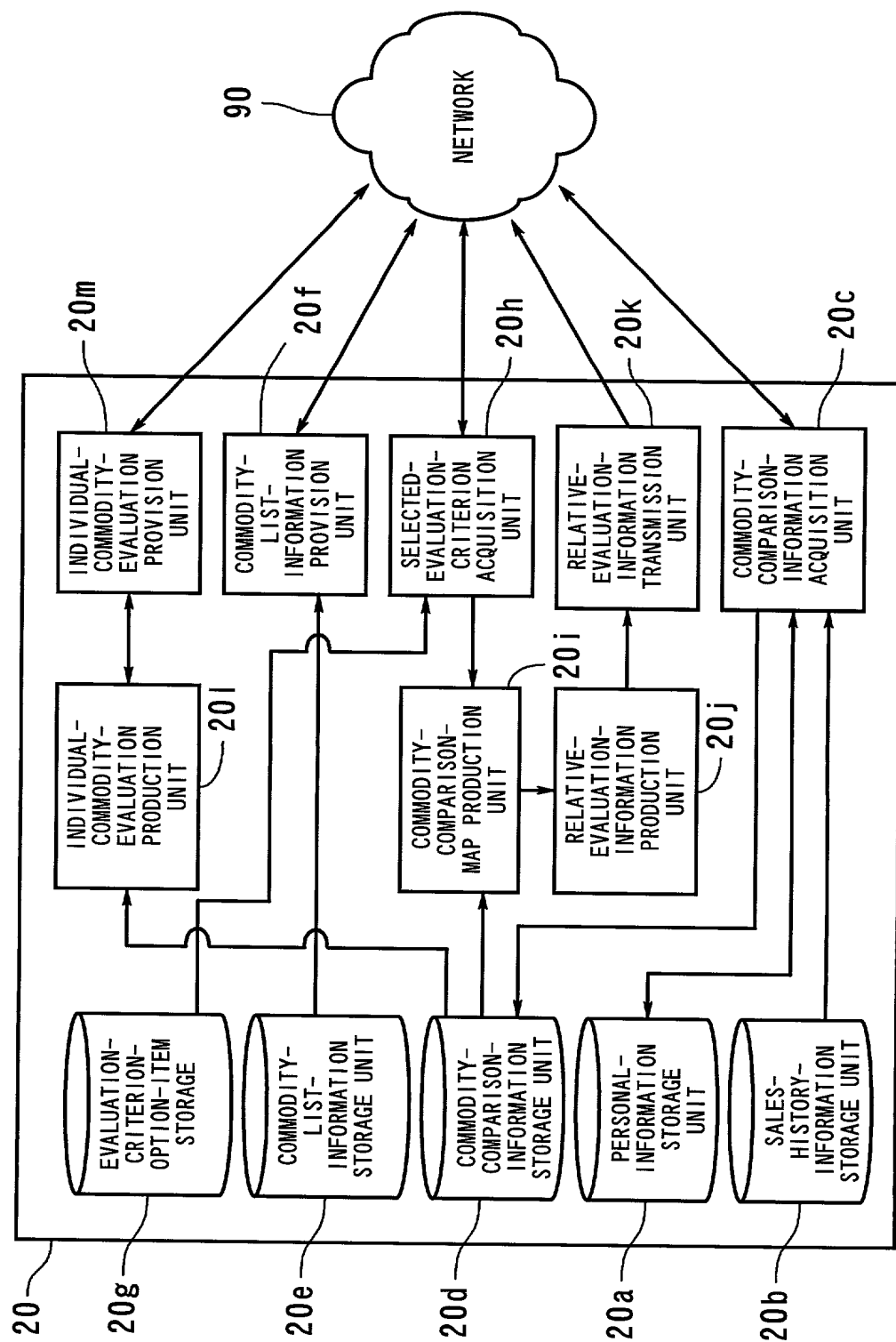


FIG. 4

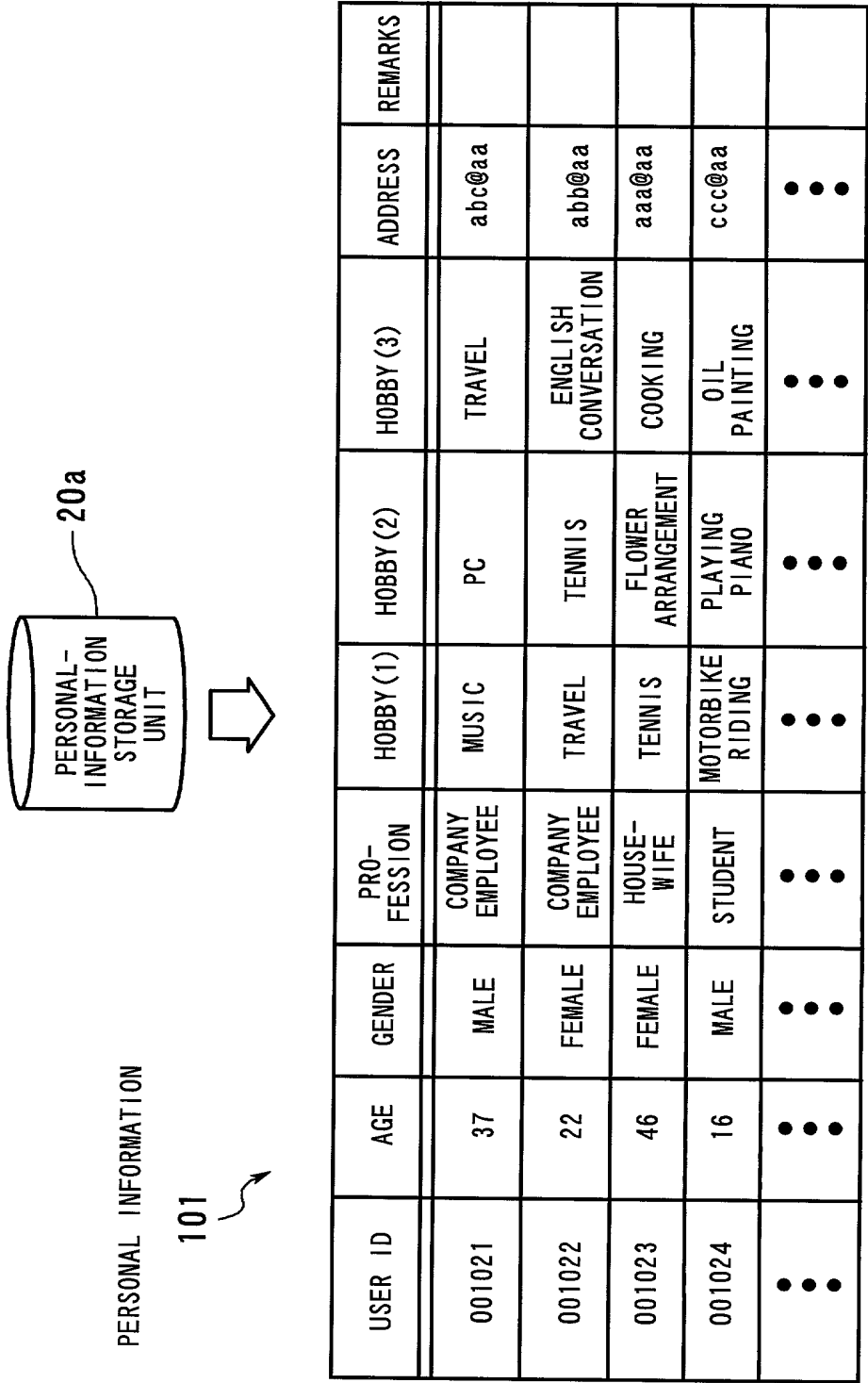


FIG. 5

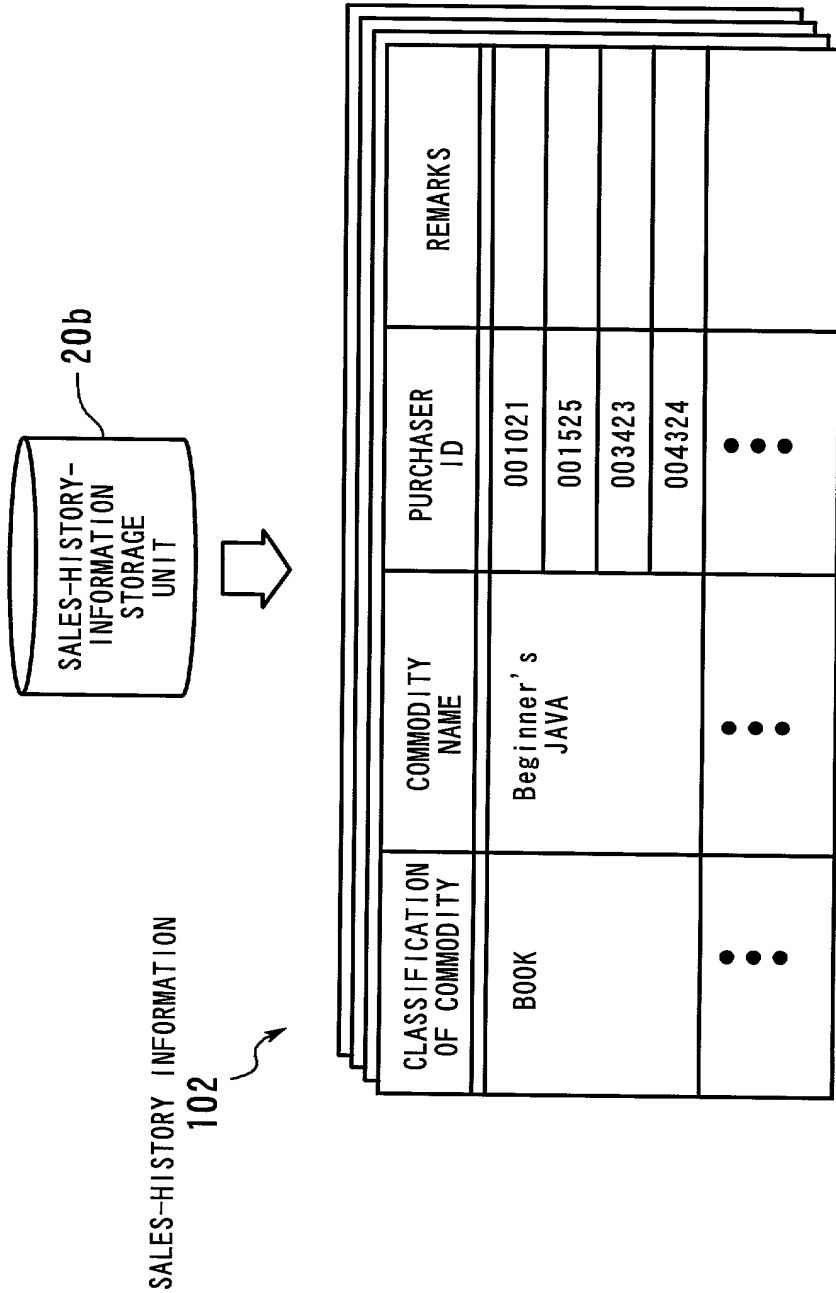
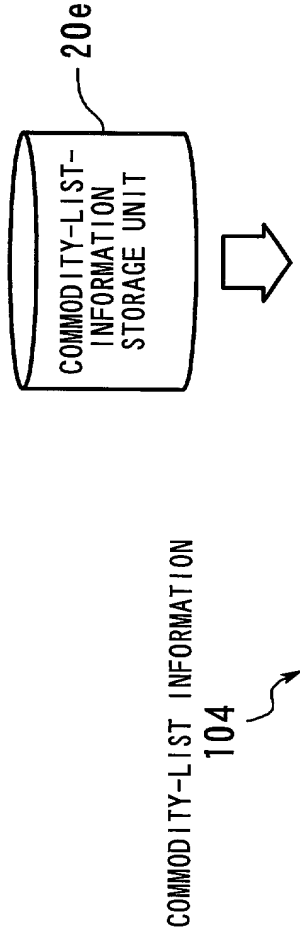


FIG. 6



USER ID	DATE AND TIME OF EVALUATION	EVALUATION CRITERION	NAME OF (SUPERIOR) COMMODITY	NAME OF (INFERIOR) COMMODITY	COMMENT ON (SUPERIOR) COMMODITY	COMMENT ON (INFERIOR) COMMODITY
002362	2001.4.17	UNDER-STANDABILITY	Beginner's JAVA	Introduction to JAVA	Through Explanation are provided.	
003652	2001.4.18	RICHNESS IN CONTENT	Complete Explanation of JAVA	Understandable JAVA		
001021	2001.4.21	UNDER-STANDABILITY	Understandable JAVA	Introduction to JAVA		
002298	2001.4.23	UNDER-STANDABILITY	Beginner's JAVA	Understandable JAVA	Many illustrations are included.	Too many technical terms are used.
•	•	•	•	•	•	•
•	•	•	•	•	•	•
•	•	•	•	•	•	•

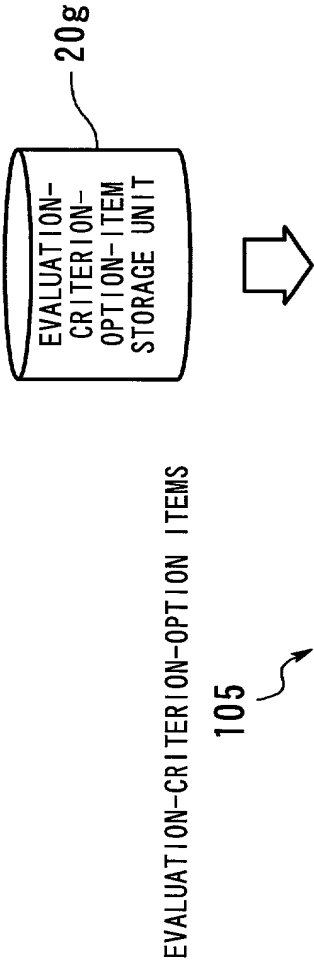
FIG. 7



CLASSIFICATION OF COMMODITY	COMMODITY NAME	PUBLISHER	YEAR OF PUBLICATION
BOOK (RELATING TO JAVA)	Beginner's JAVA	XX	1999
	Understandable JAVA	YY	1998
	Illustrated JAVA	ZZ	1999
	Step-Up JAVA	AA	2000
	Easy-To-Understand JAVA	BB	1999
	Details of JAVA Language	CC	1997
• • •	• • •	• • •	• • •

FIG. 8





CLASSIFICATION OF COMMODITY	EVALUATION-CRITERION- OPTION ITEMS
BOOK (RELATING TO JAVA)	UNDERSTANDABILITY
	RICHNESS IN CONTENT
	EASE OF VIEW DUE TO STYLE
	SUITABILITY FOR C USERS
• • •	• • •

FIG. 9

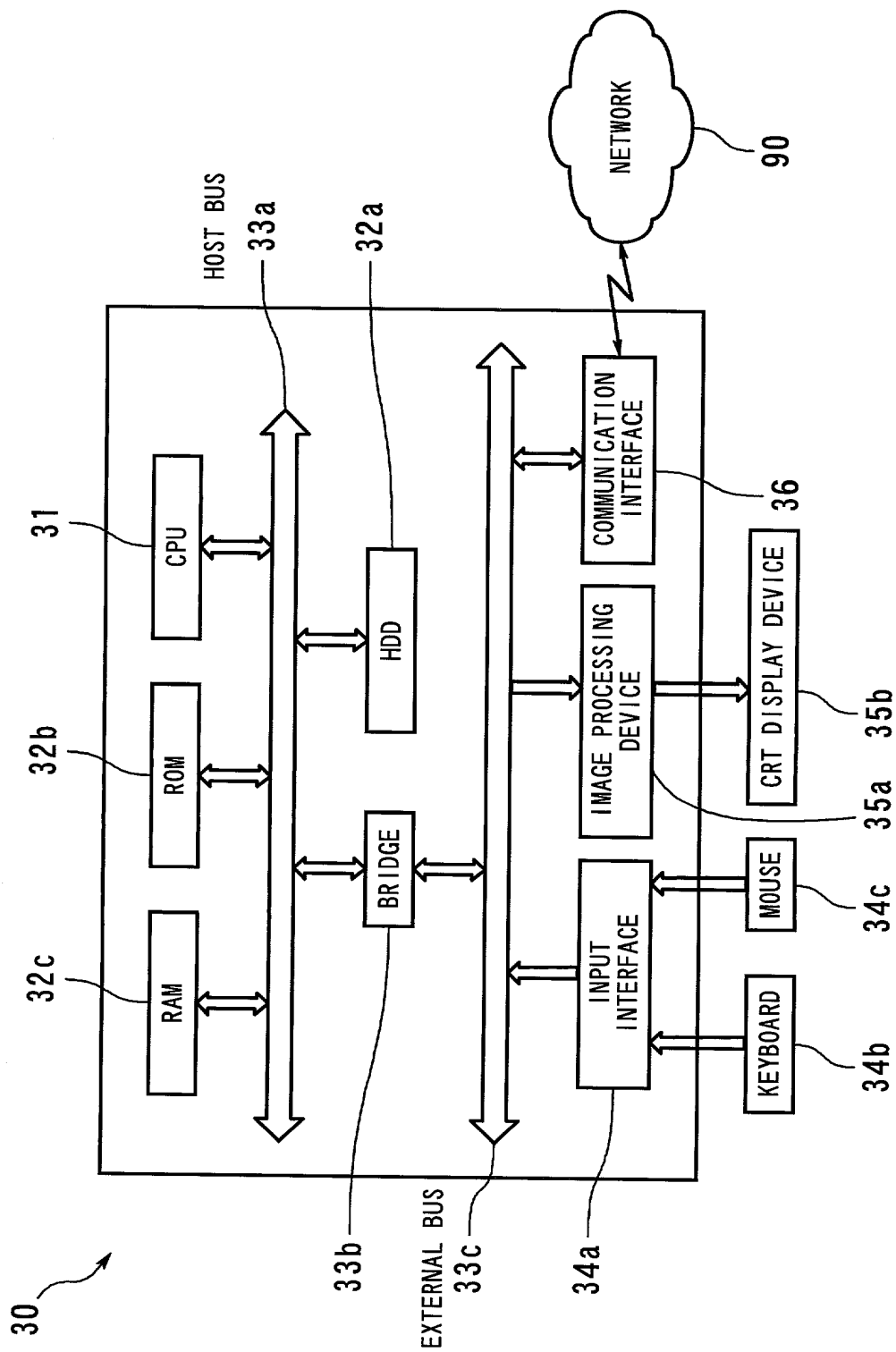


FIG. 10

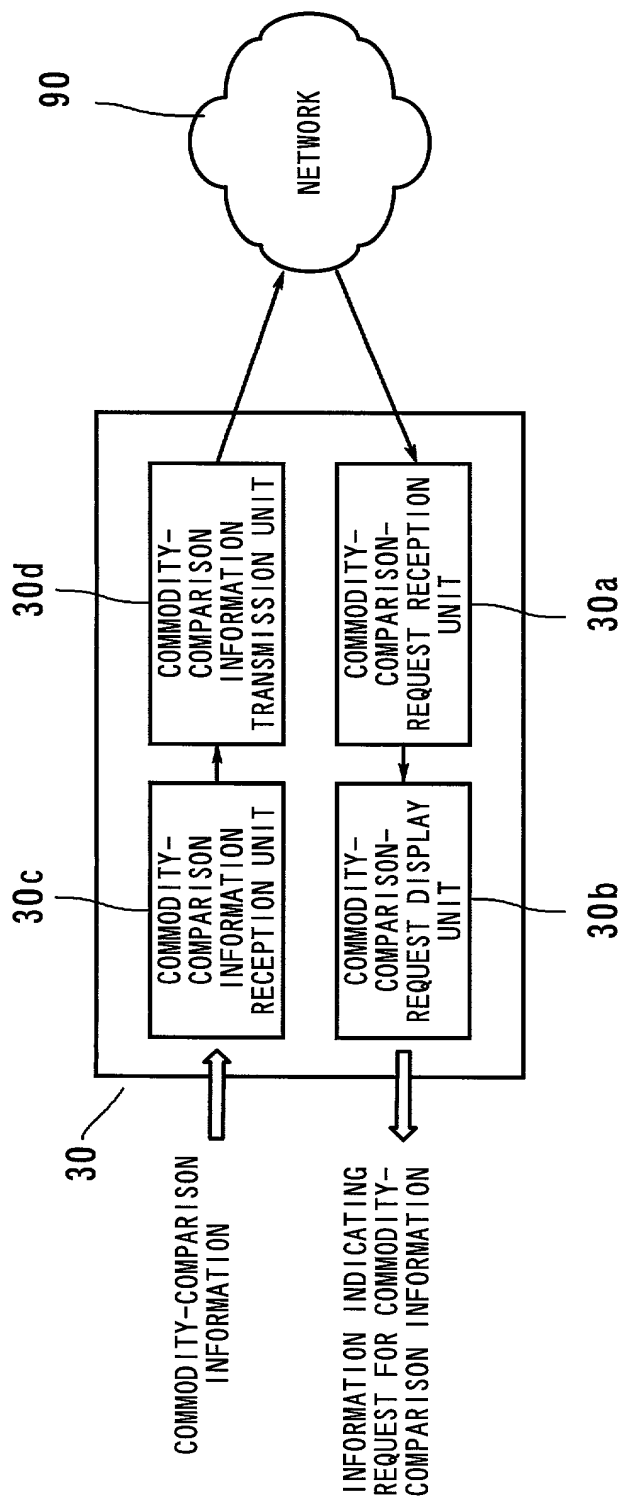


FIG. 11

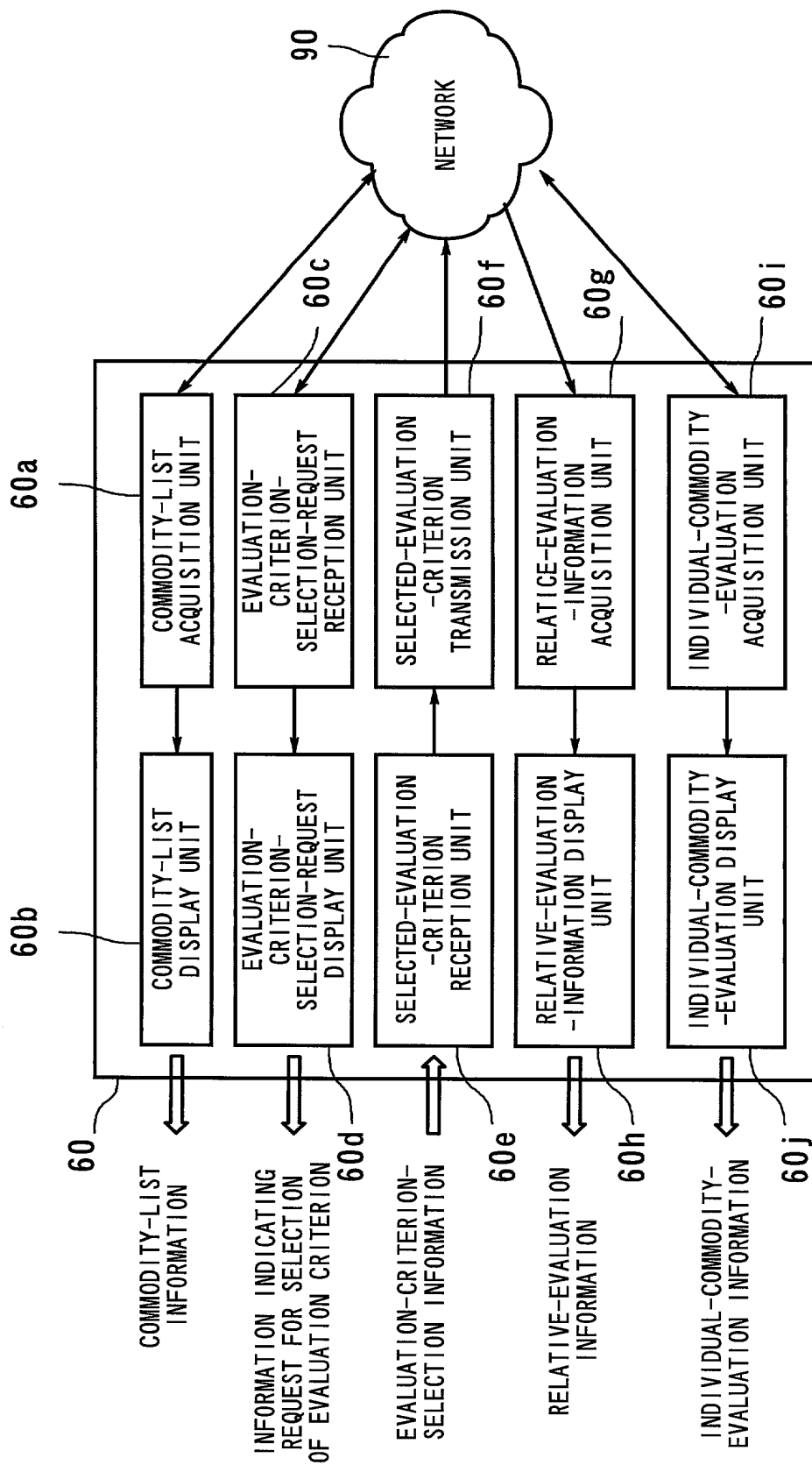


FIG. 12

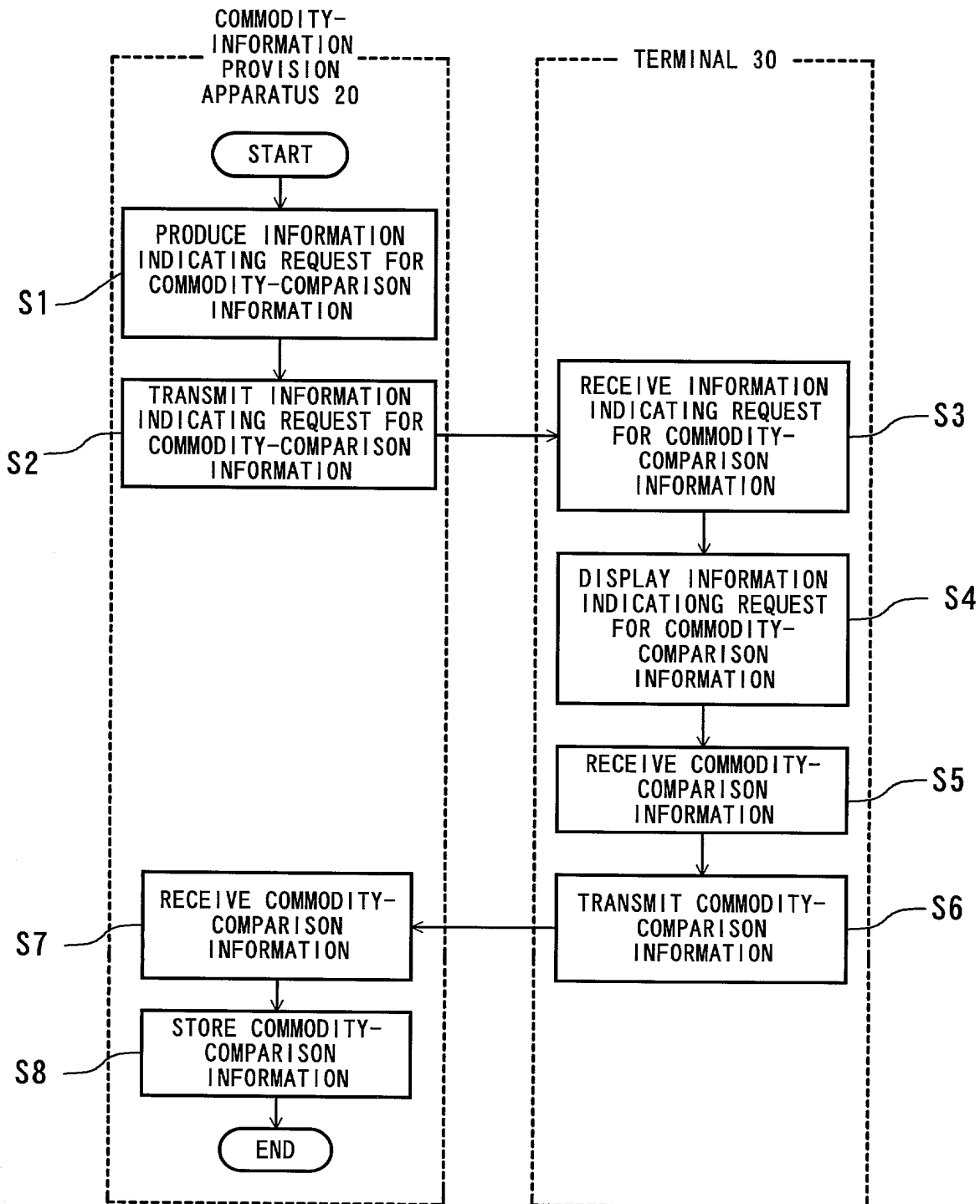


FIG. 13

# COMMODITY-COMPARISON-INPUT SCREEN

111

Please input your evaluation criterion for  
and commodity-comparison information on  
books relating to Java.

◎REGARDING UNDERSTANDABILITY

111a SELECTION OF BOOK Introduction to JAVA ▼

111b SELECTION OF BOOK Understandable JAVA ▼

111g COMMENT (ON INFERIORITY)

111h COMMENT (ON SUPERIORITY)  
Easy to understand  
due to many  
illustrations.

○REGARDING RICHNESS IN CONTENT

111c SELECTION OF BOOK ▼

111d SELECTION OF BOOK ▼

111i COMMENT (ON INFERIORITY)

111j COMMENT (SUPERIORITY)

○ REGARDING OTHER  
EVALUATION CRITERION

OUTLINE OF  
EVALUATION  
CRITERION:

111e SELECTION OF BOOK ▼

111f SELECTION OF BOOK ▼

111k COMMENT (ON INFERIORITY)

111l COMMENT (ON SUPERIORITY)

111m

FIG. 14

COMMODITY-COMPARISON-INPUT SCREEN

112

With what other book or books did you compare the book you recently purchased, when you chose to purchase the book? Please inform us about your primary interest and other book or books you compared.

○REGARDING UNDERSTANDABILITY

SELECTION OF BOOK		
112a	<div>UNDERSTANDABLE JAVA</div>	< "Beginner's JAVA" (the book you recently purchased)
COMMENT (ON INFERIORITY)		COMMENT (SUPERIORITY)
112e	<div>Too many technical terms are used.</div>	<div></div>

○REGARDING RICHNESS IN CONTENT

SELECTION OF BOOK		
112b	<div></div>	< "Beginner's JAVA" (the book you recently purchased)
COMMENT (ON INFERIORITY)		COMMENT (SUPERIORITY)
112g	<div></div>	<div></div>

112f

112h

FIG. 15

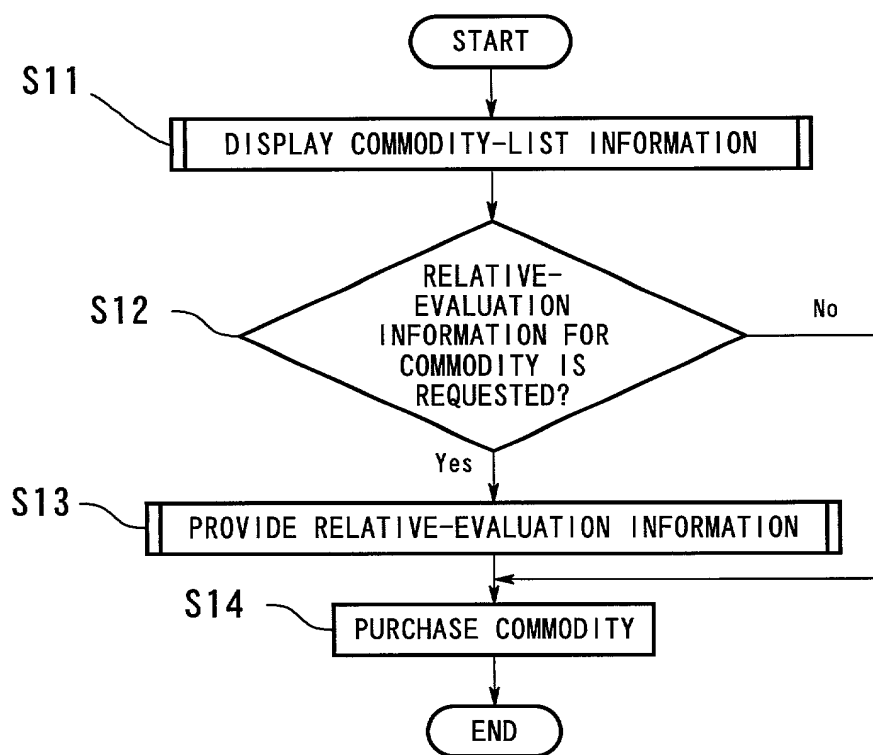


FIG. 16



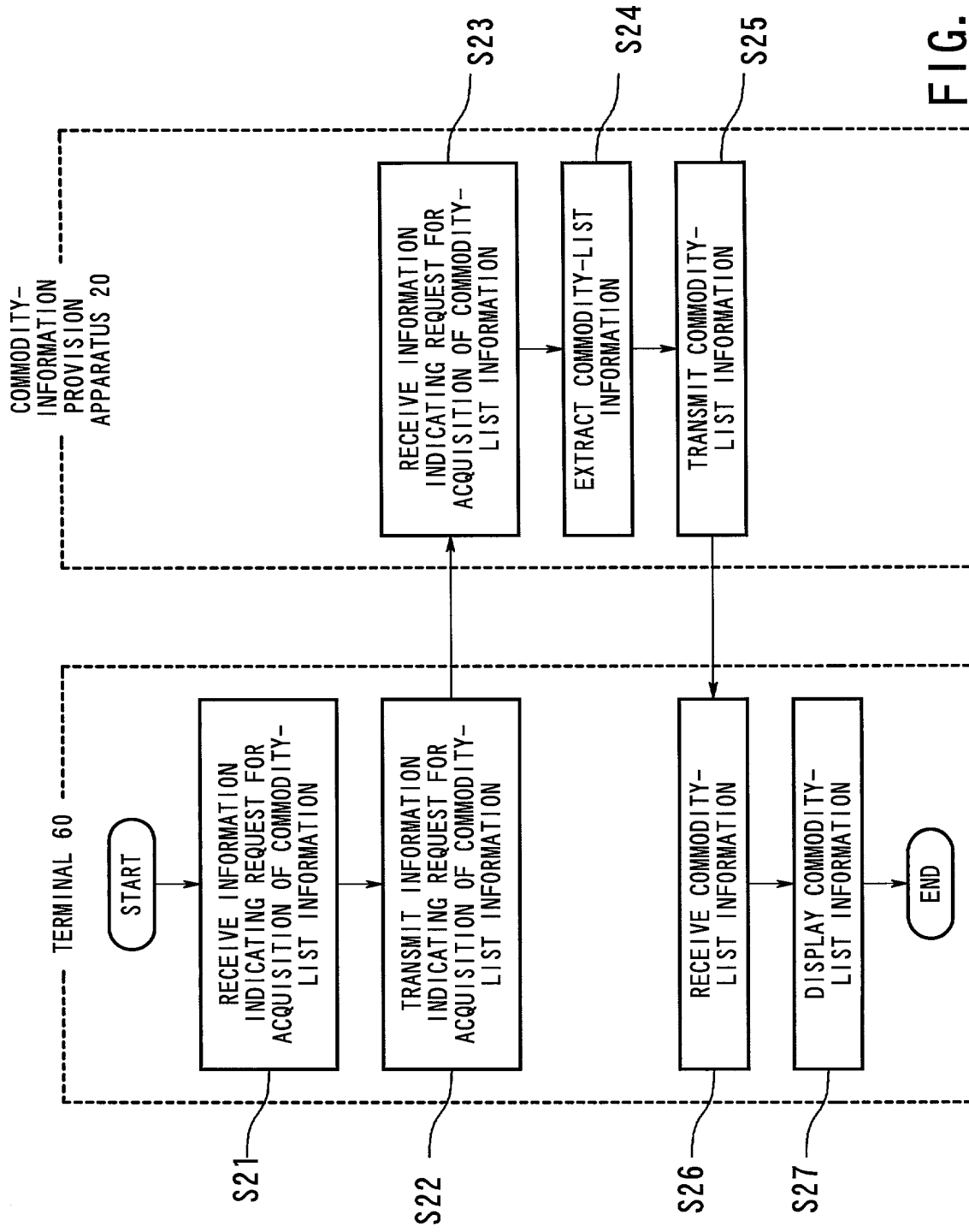


FIG. 17

COMMODITY-LIST DISPLAY SCREEN  
113

COMMODITY  
SELECTION AREA  
133b

LIST OF BOOKS (RELATING TO JAVA)

<input type="checkbox"/> Beginner's JAVA	XX 1999
<input type="checkbox"/> Understandable JAVA	YY 1998
<input type="checkbox"/> Illustrated JAVA	ZZ 1999
<input type="checkbox"/> Step-Up JAVA	AA 2000
<input type="checkbox"/> Easy-To-Understand JAVA	BB 1999
<input type="checkbox"/> Details of JAVA Language	CC 1997

PURCHASE COMMODITY

COMMODITY PURCHASE  
BUTTON  
133c

DISPLAY RELATIVE  
EVALUATIONS

133a  
EVALUATION  
DISPLAY BUTTON

FIG. 18

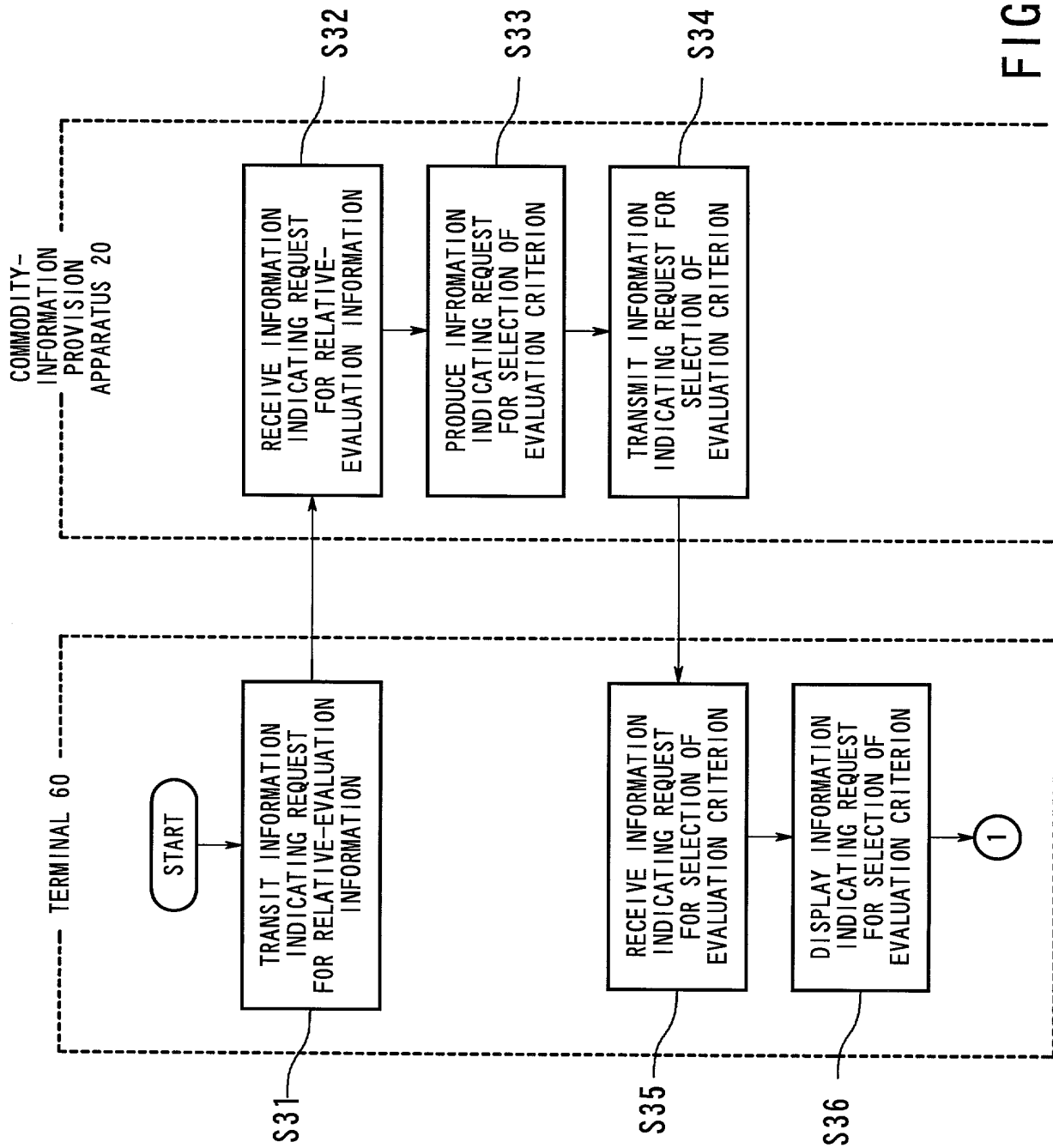


FIG. 19

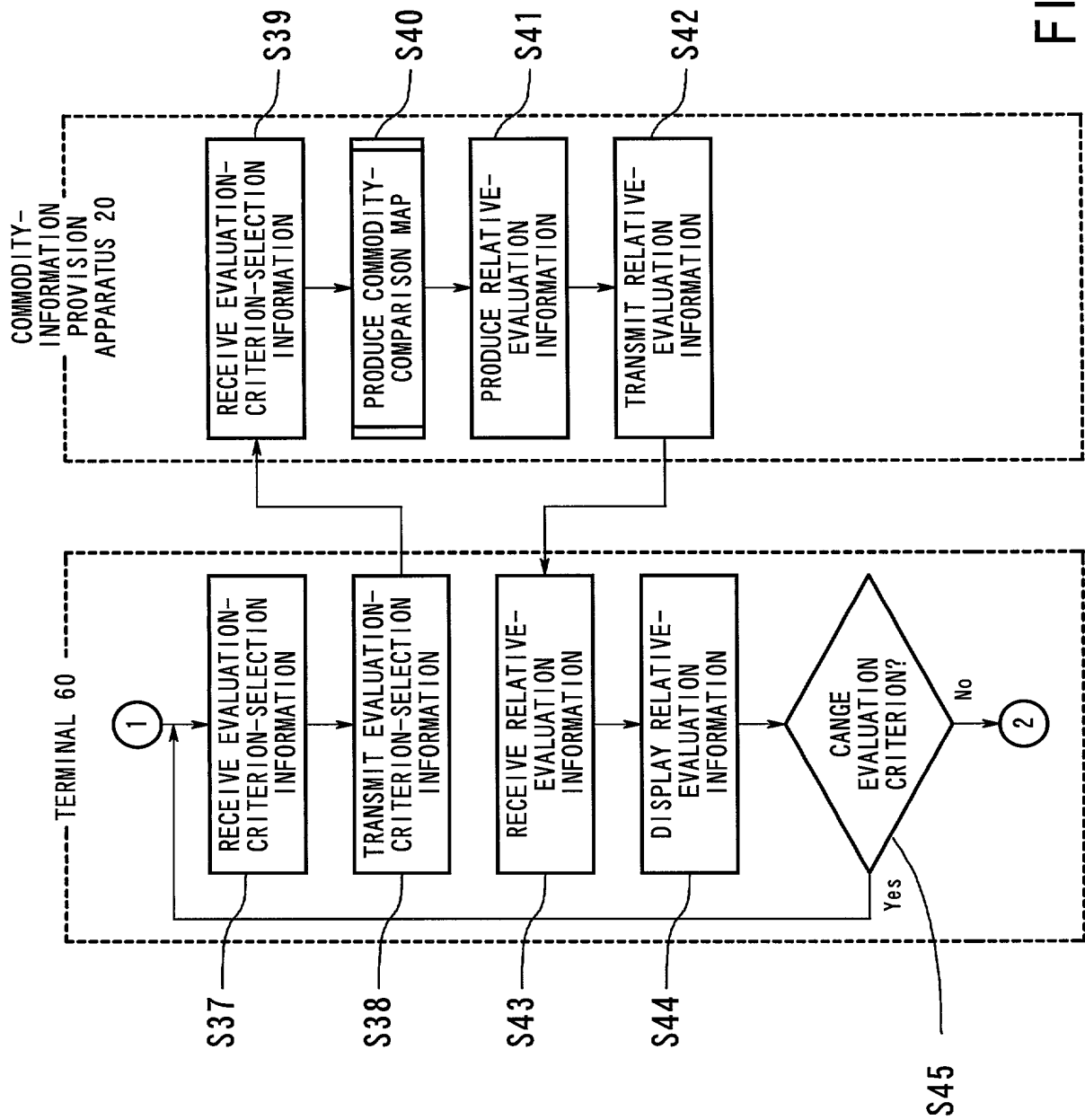


FIG. 20

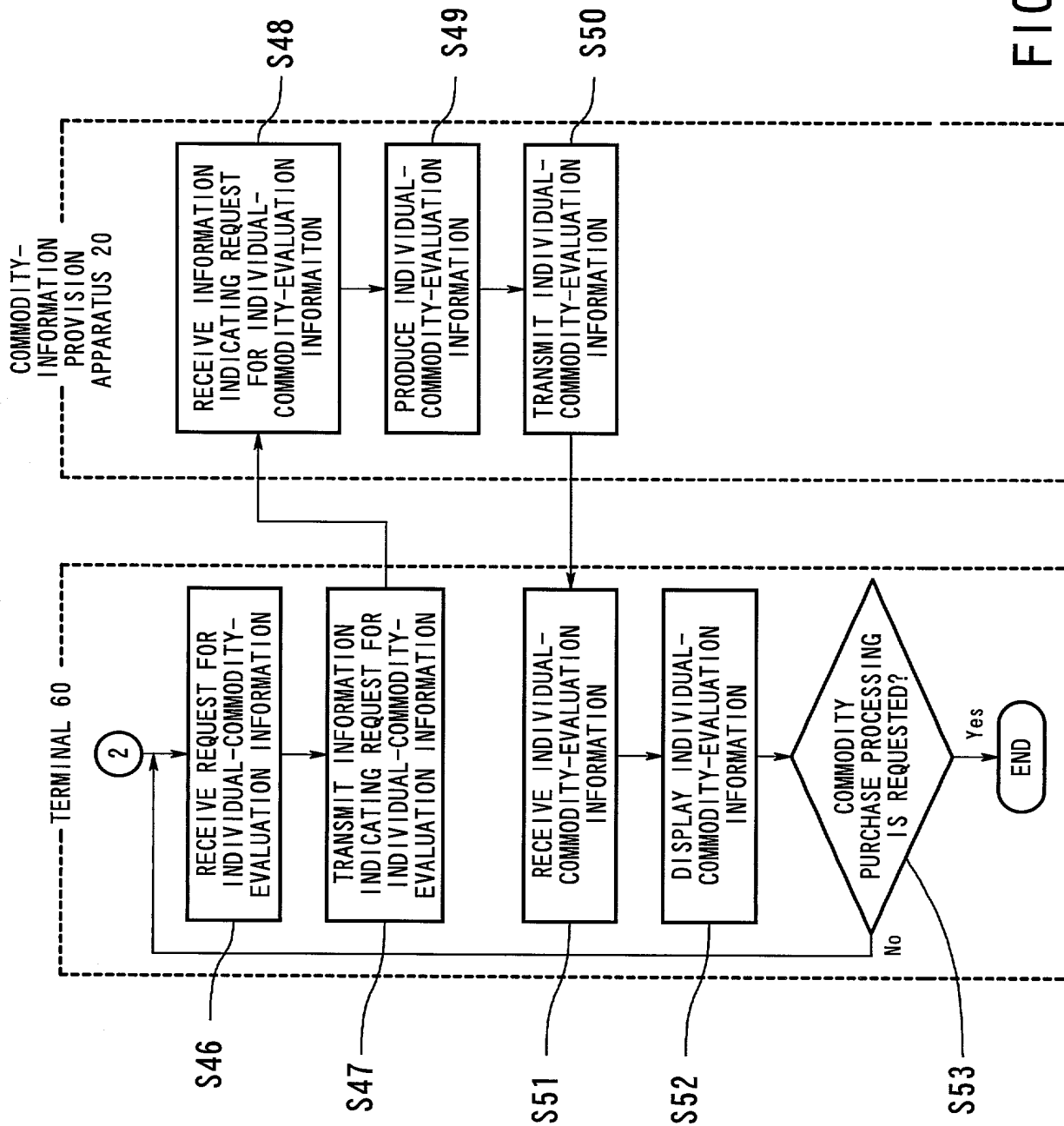


FIG. 21

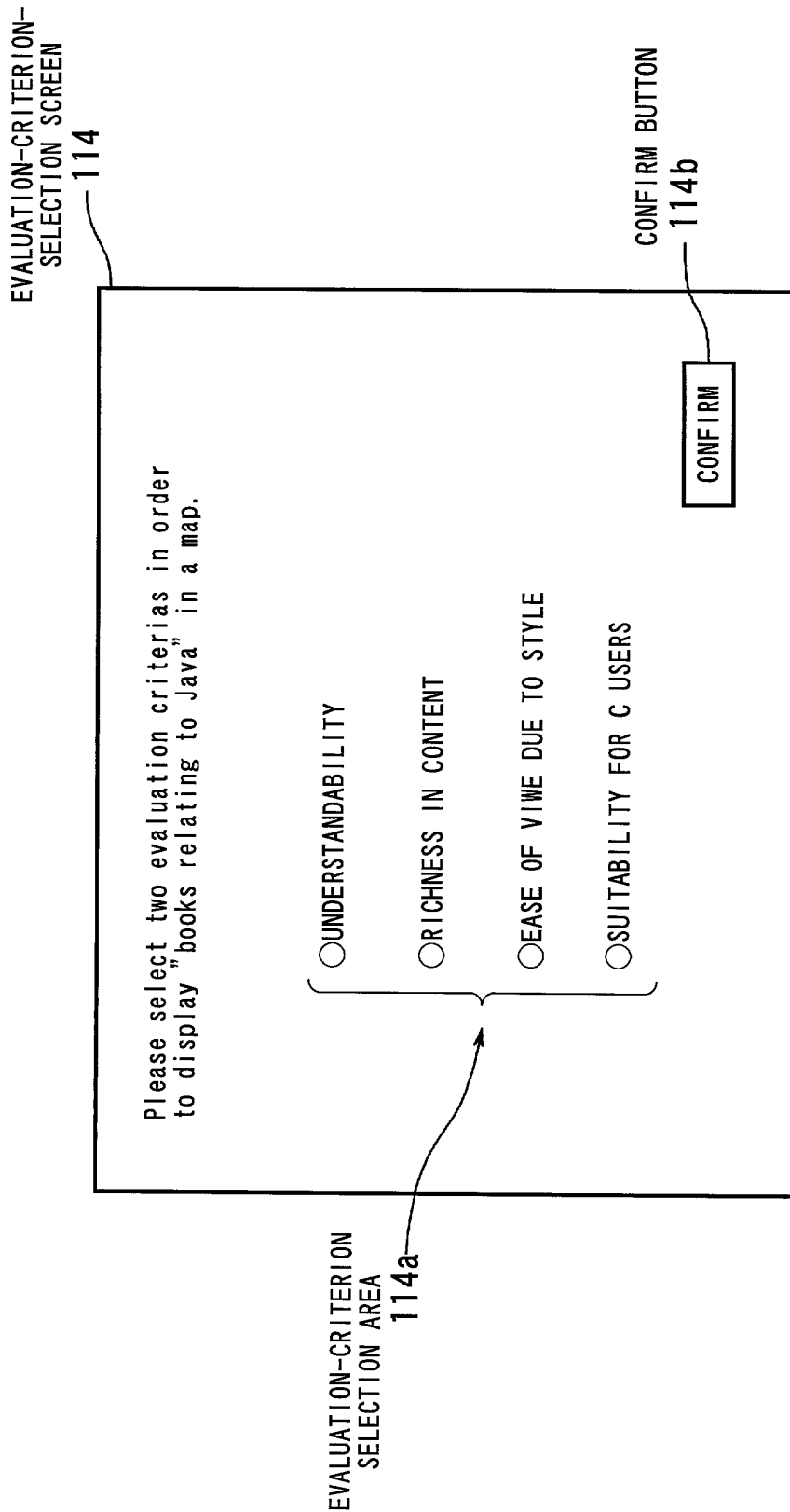


FIG. 22



116 INDIVIDUAL-COMMODITY-EVALUATION  
DISPLAY SCREEN

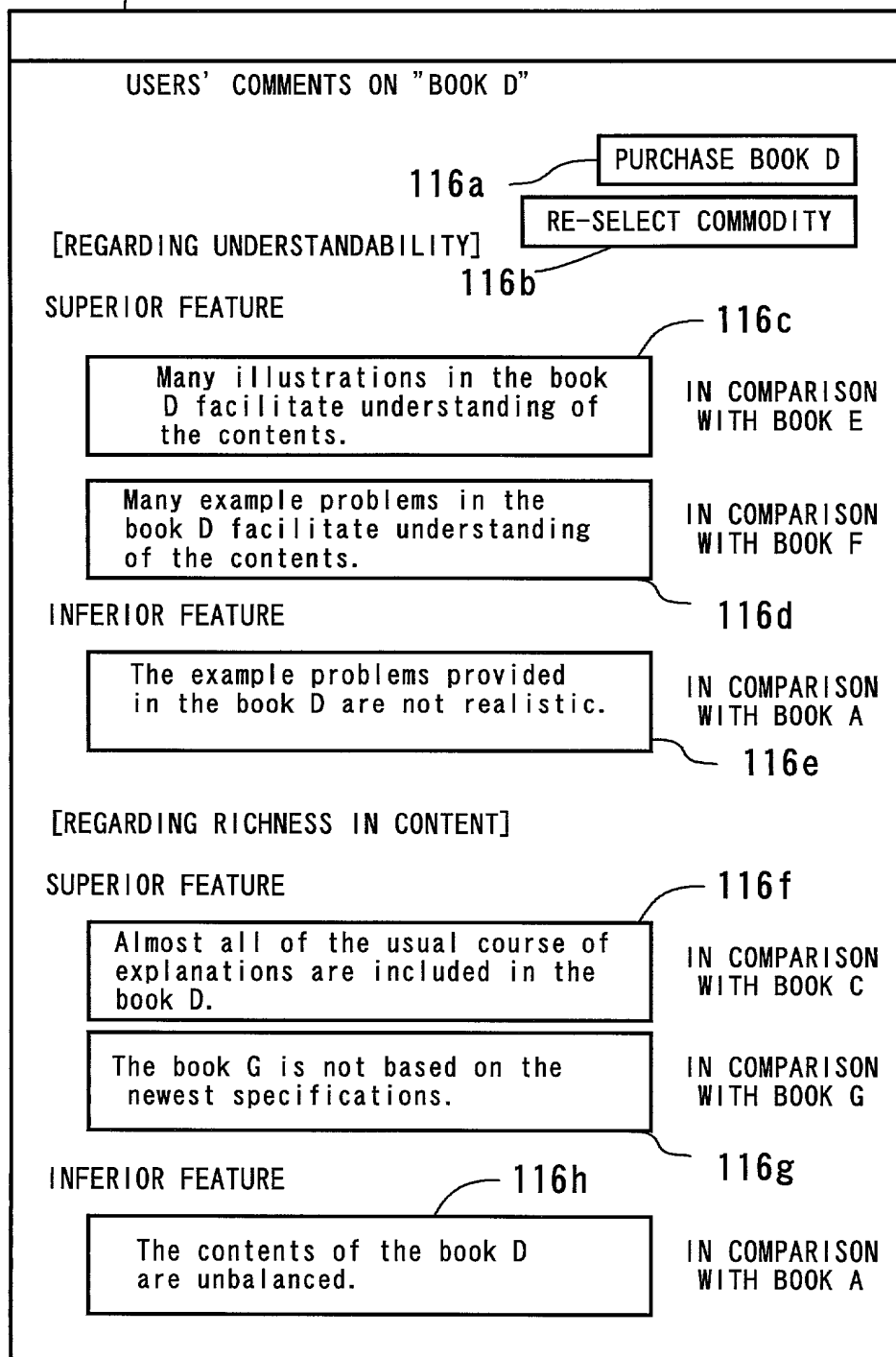


FIG. 24



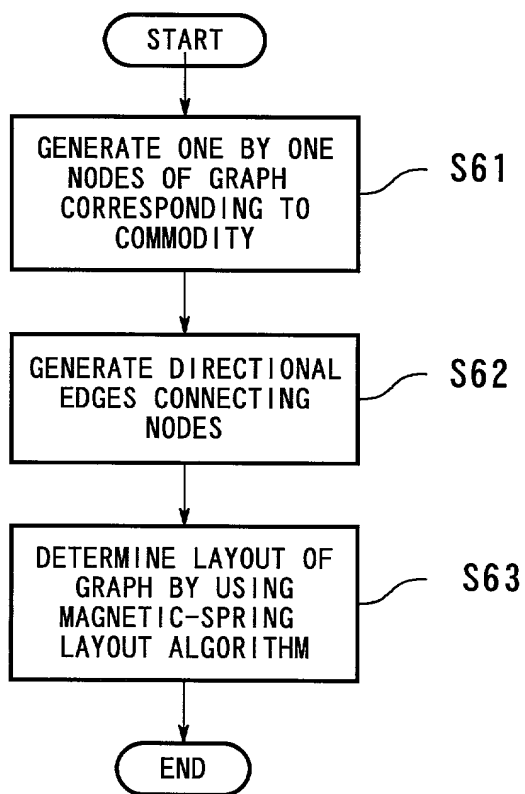


FIG. 25

USER ID	DATE AND TIME OF EVALUATION	EVALUATION CRITERION	NAME OF (SUPERIOR) COMMODITY	NAME OF (INFERIOR) COMMODITY
0001	2001.04.04	RICHNESS IN CONTENT	BOOK A	BOOK B
0002	2001.04.04	RICHNESS IN CONTENT	BOOK A	BOOK B
0003	2001.04.04	RICHNESS IN CONTENT	BOOK D	BOOK B
0004	2001.04.04	UNDERSTAND- ABILITY	BOOK B	BOOK C
0005	2001.04.04	RICHNESS IN CONTENT	BOOK D	BOOK C
0006	2001.04.04	RICHNESS IN CONTENT	BOOK A	BOOK D
0007	2001.04.04	RICHNESS IN CONTENT	BOOK A	BOOK D
0008	2001.04.04	RICHNESS IN CONTENT	BOOK A	BOOK D
0009	2001.04.04	UNDERSTAND- ABILITY	BOOK B	BOOK D
0010	2001.04.04	UNDERSTAND- ABILITY	BOOK B	BOOK D
0011	2001.04.04	RICHNESS IN CONTENT	BOOK G	BOOK D
0012	2001.04.04	UNDERSTAND- ABILITY	BOOK C	BOOK E
0013	2001.04.04	UNDERSTAND- ABILITY	BOOK D	BOOK E
0014	2001.04.04	RICHNESS IN CONTENT	BOOK F	BOOK E
0015	2001.04.04	UNDERSTAND- ABILITY	BOOK D	BOOK F
0016	2001.04.04	RICHNESS IN CONTENT	BOOK G	BOOK F
0017	2001.04.04	RICHNESS IN CONTENT	BOOK G	BOOK F
0018	2001.04.04	RICHNESS IN CONTENT	BOOK G	BOOK F
0019	2001.04.04	RICHNESS IN CONTENT	BOOK H	BOOK F
0020	2001.04.04	RICHNESS IN CONTENT	BOOK H	BOOK F
0021	2001.04.04	UNDERSTAND- ABILITY	BOOK A	BOOK G
0022	2001.04.04	RICHNESS IN CONTENT	BOOK H	BOOK G
0023	2001.04.04	UNDERSTAND- ABILITY	BOOK F	BOOK H
0024	2001.04.04	UNDERSTAND- ABILITY	BOOK G	BOOK H
0025	2001.04.04	UNDERSTAND- ABILITY	BOOK B	BOOK A

FIG.26

[COMMENTS]

COMMENTS ON BOOK A

- Advanced explanations are provided.
- Profound explanations are provided.
- There is no such an advanced book as this book.
- Explanations are profound.

COMMENTS ON BOOK B

- Color printing gives a good impression.
- This book is easy to view due to appropriate arrangements.

COMMENTS ON BOOK D

- Illustrations are easy to see.
- This book is good due to ample explanation.
- Explanations are comprehensive.

FIG. 27

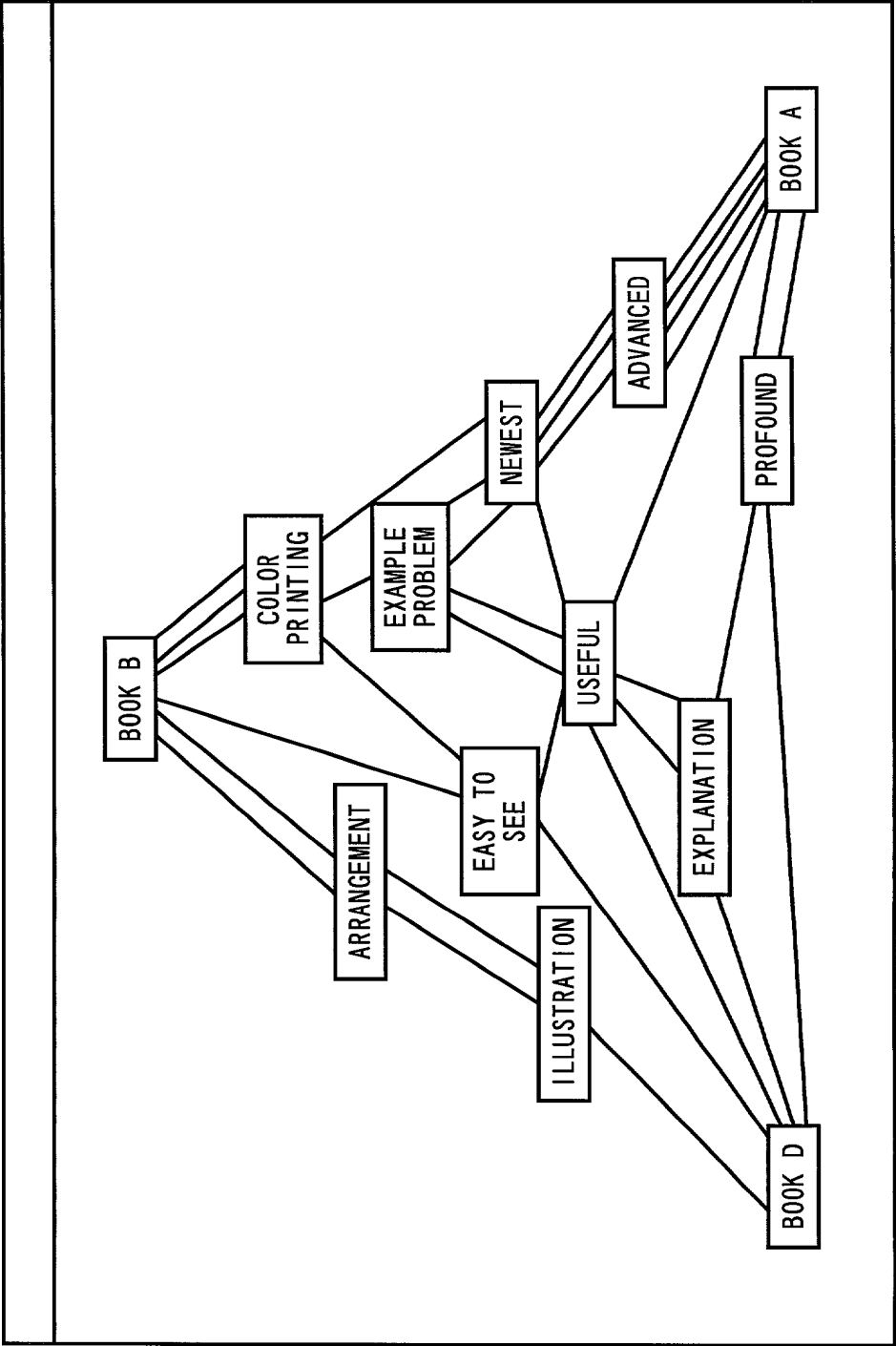


FIG. 28

601 SELECTED-CRITERIA STATISTICS  
DISPLAY SCREEN

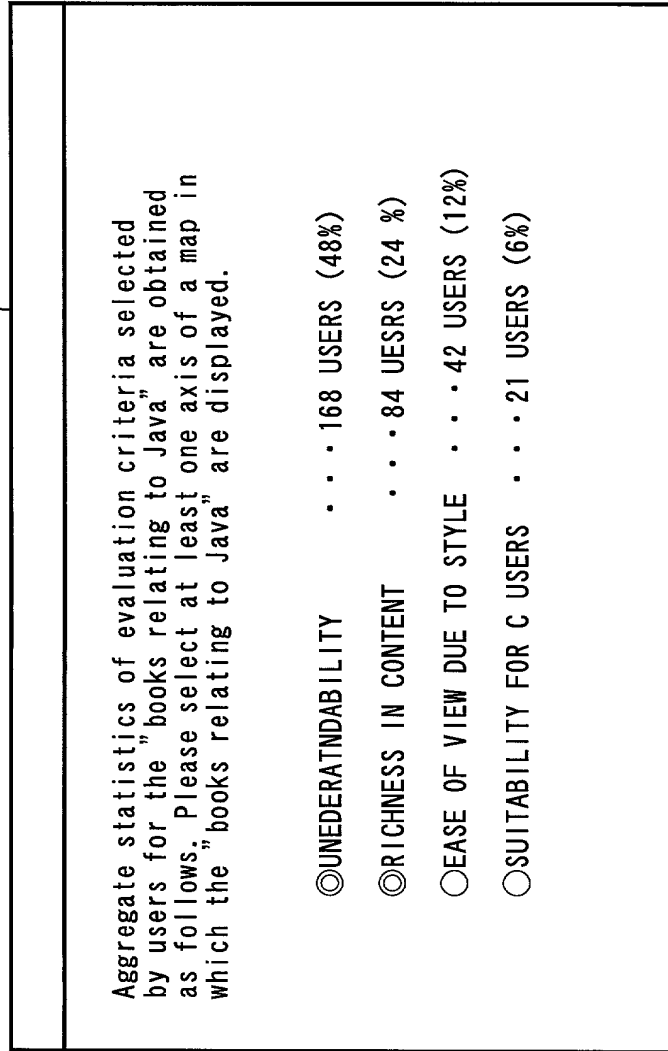


FIG. 29

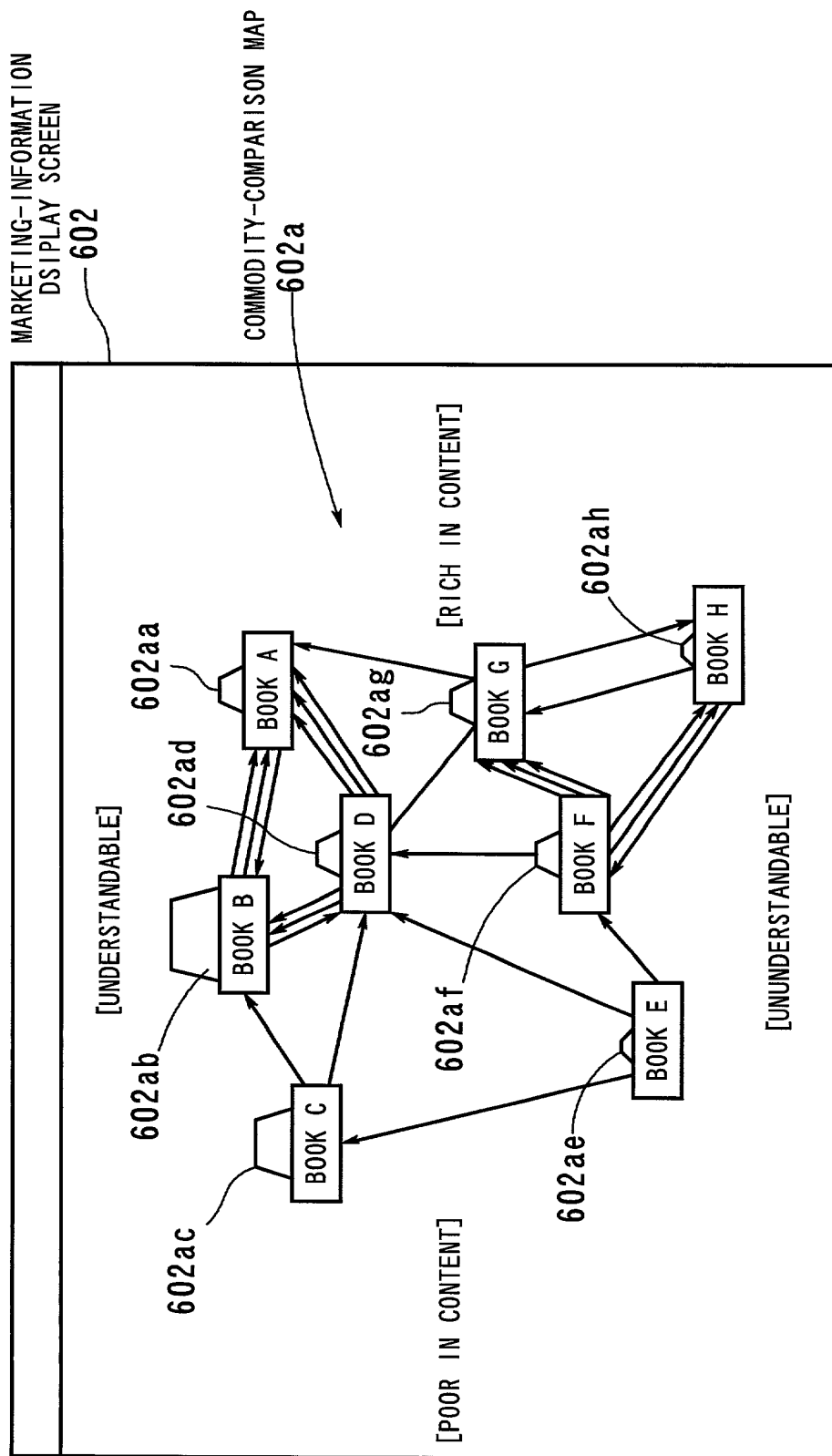


FIG. 30

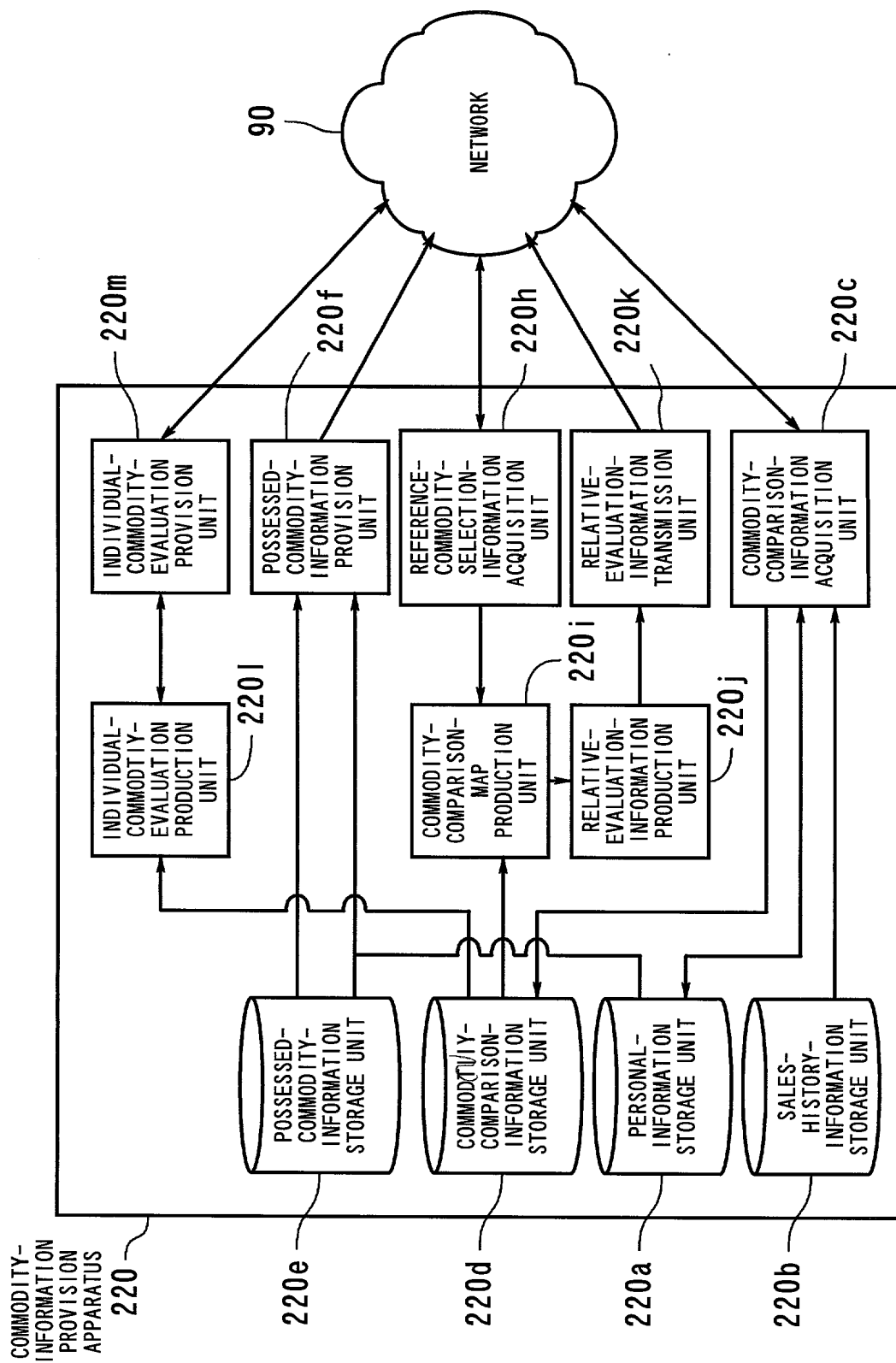
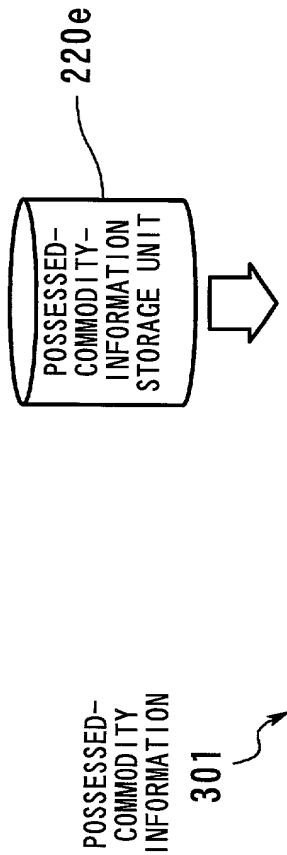


FIG. 31



COMMODITY NAME	DATE OF PURCHASE	METHOD OF PURCHASE	PUBLISHER	YEAR OF PUBLICATION	REMARKS
Beginner's JAVA	2000.6.1	ON-LINE	XX	1999	
Illustrated XML	2000.7.28	ON-LINE	YY	2000	
All AboutT Mobile	2001.3.10	TRANSACTION IN SHOP	ZZ	2001	
Japanese Politics	2001.4.1	ON-LINE	AA	1995	
•	•	•	•	•	
•	•	•	•	•	
•	•	•	•	•	

FIG. 32



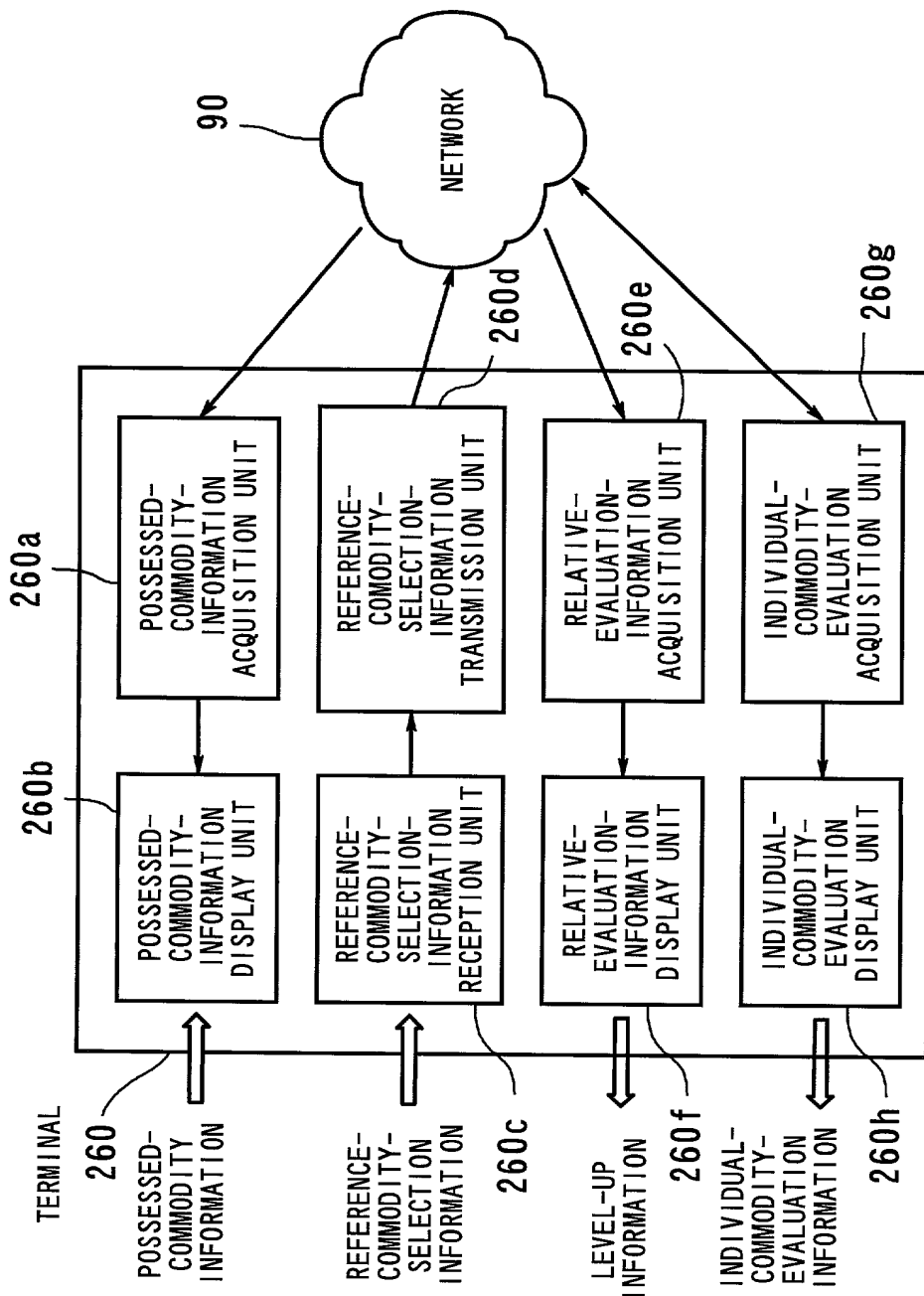


FIG. 33

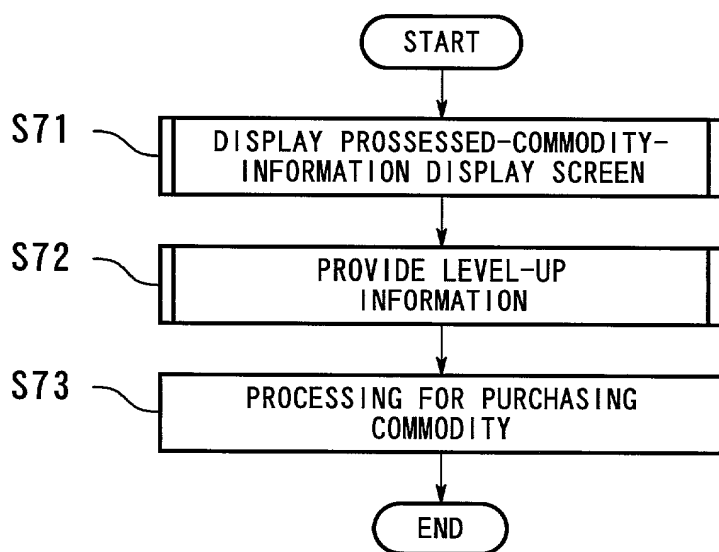


FIG. 34

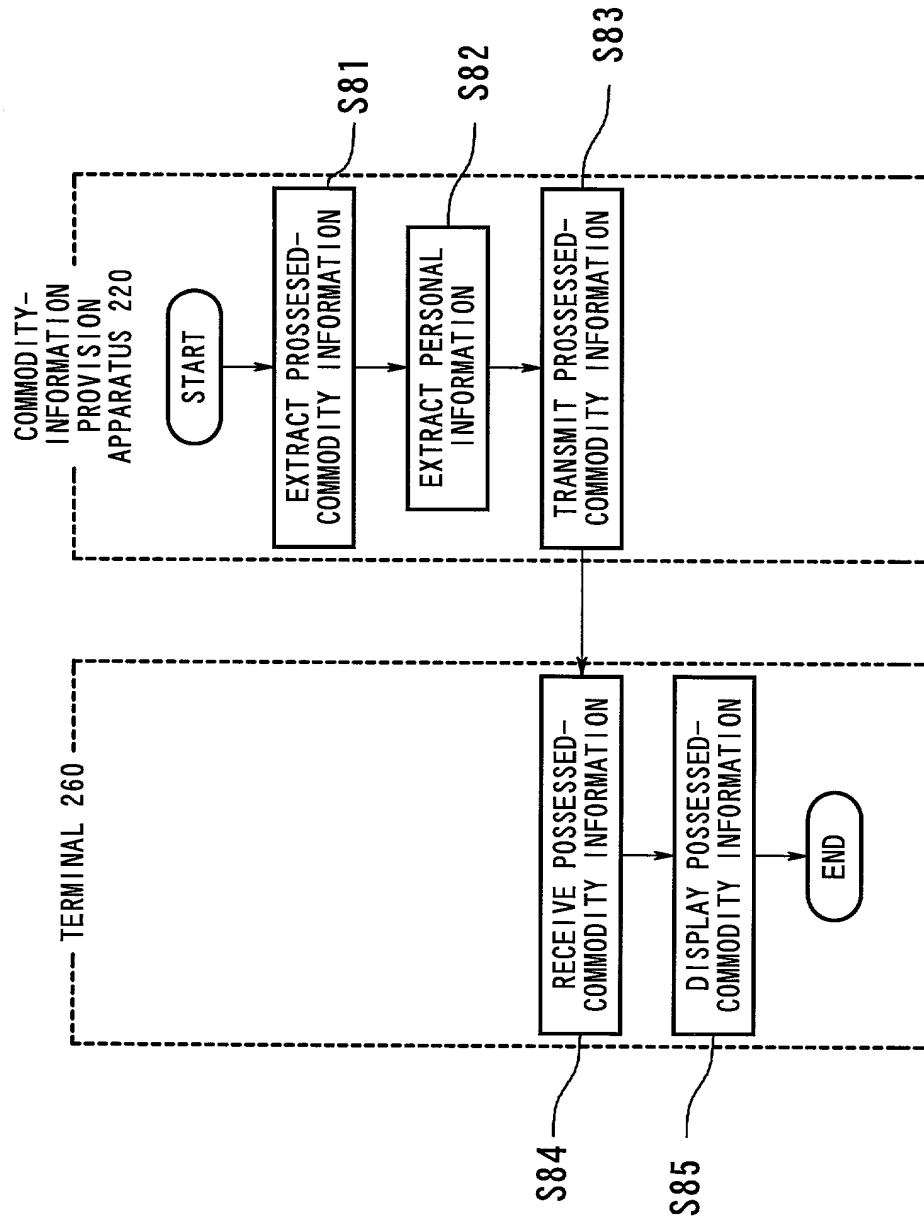


FIG. 35

POSSESSED-COMMODITY-  
INFORMATION DISPLAY  
SCREEN  
311

311a  
COMMODITY  
SELECTION  
AREA

You have already purchased the following books.  
When you choose one of the books and press  
the level-up-advice button 311b, a screen indicating  
relative evaluations of commodities to be purchased  
next will be displayed.

<input type="checkbox"/> Beginner's JAVA	XX 1999
<input type="checkbox"/> Illustrated XML	YY 2000
<input type="checkbox"/> All About Mobile	ZZ 2001
<input type="checkbox"/> Japanese Politics	AA 1995

311b  
LEVEL-UP-  
ADVICE BUTTON

FIG. 36

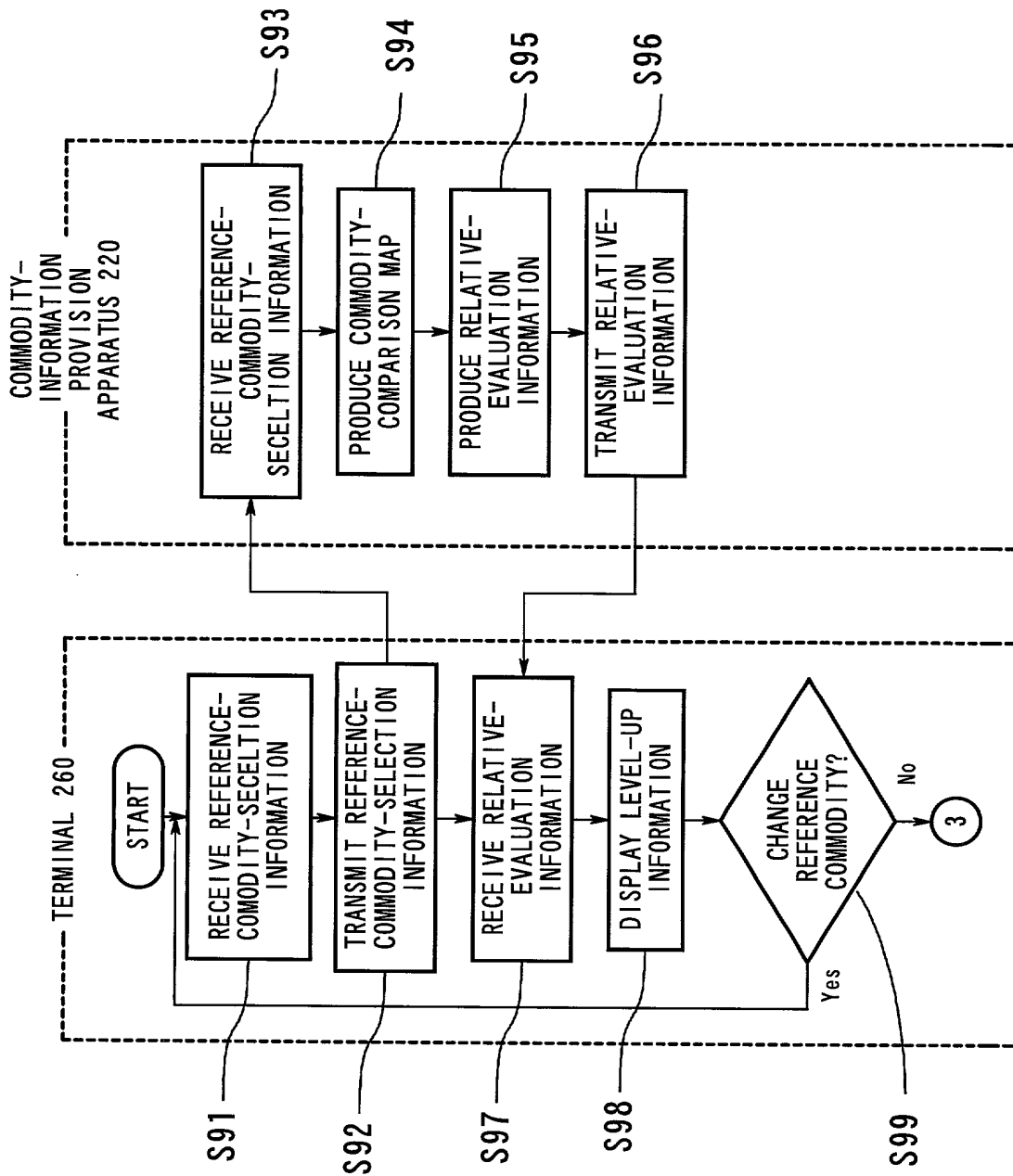


FIG. 37

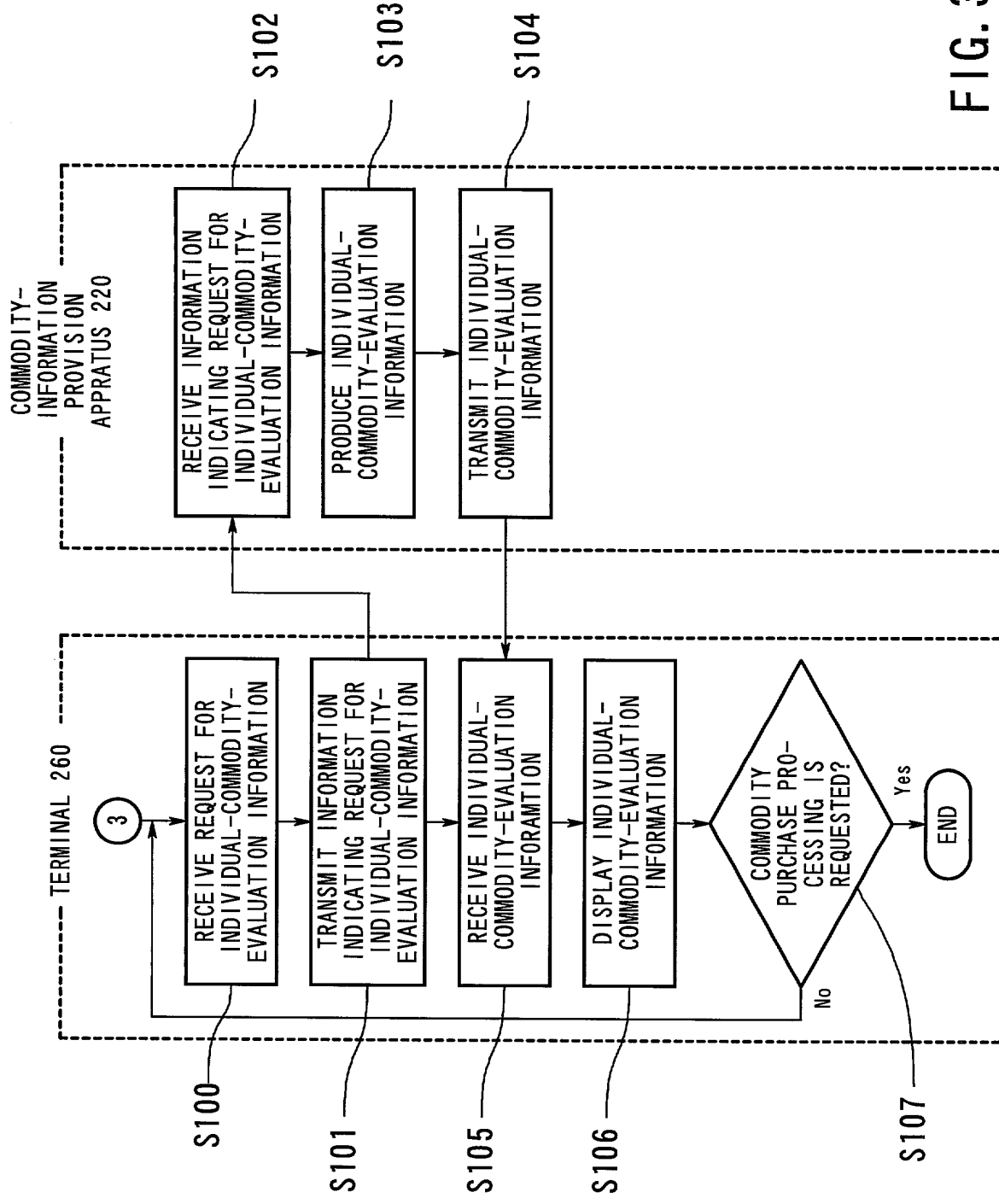


FIG. 38

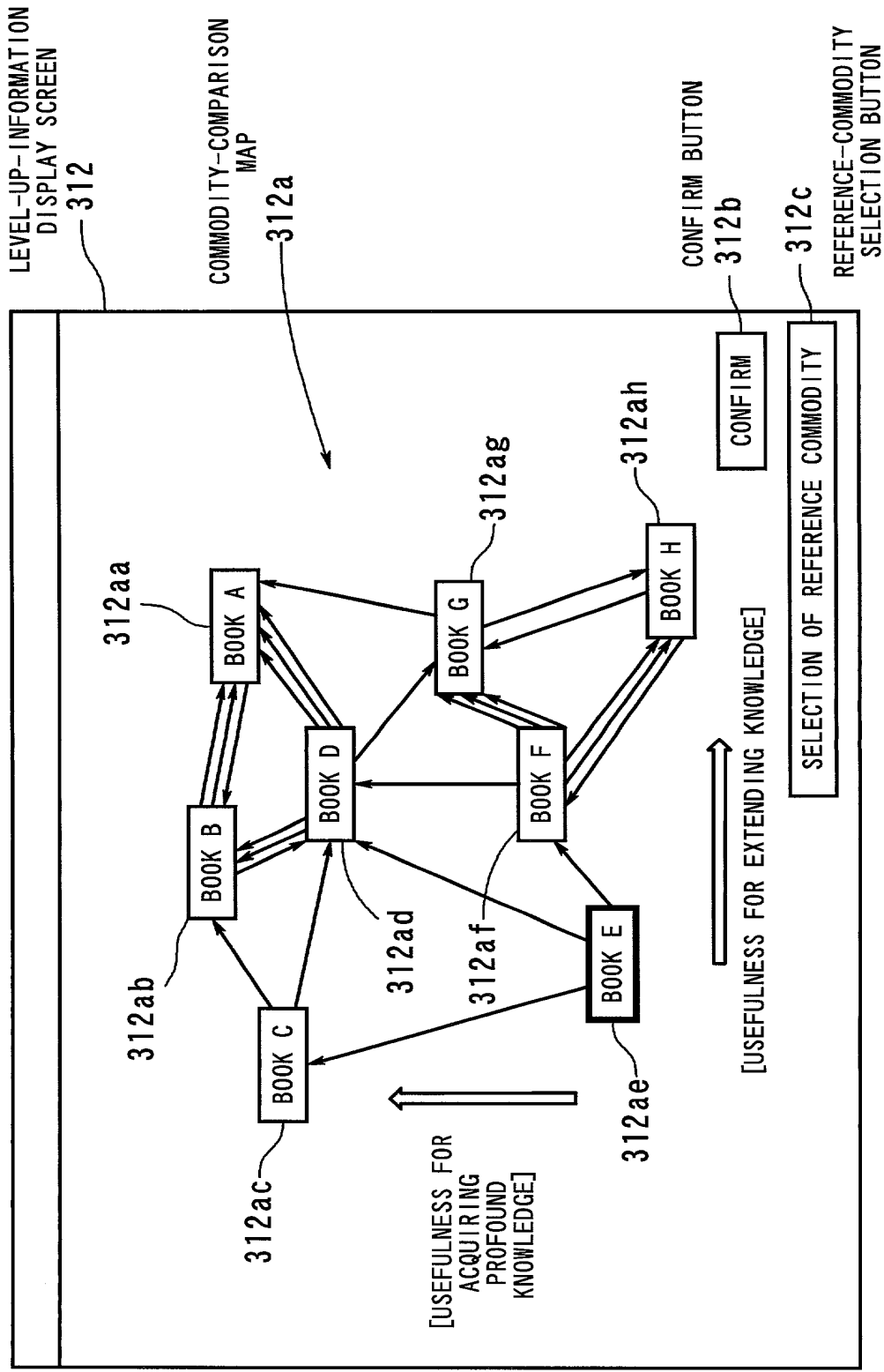


FIG. 39

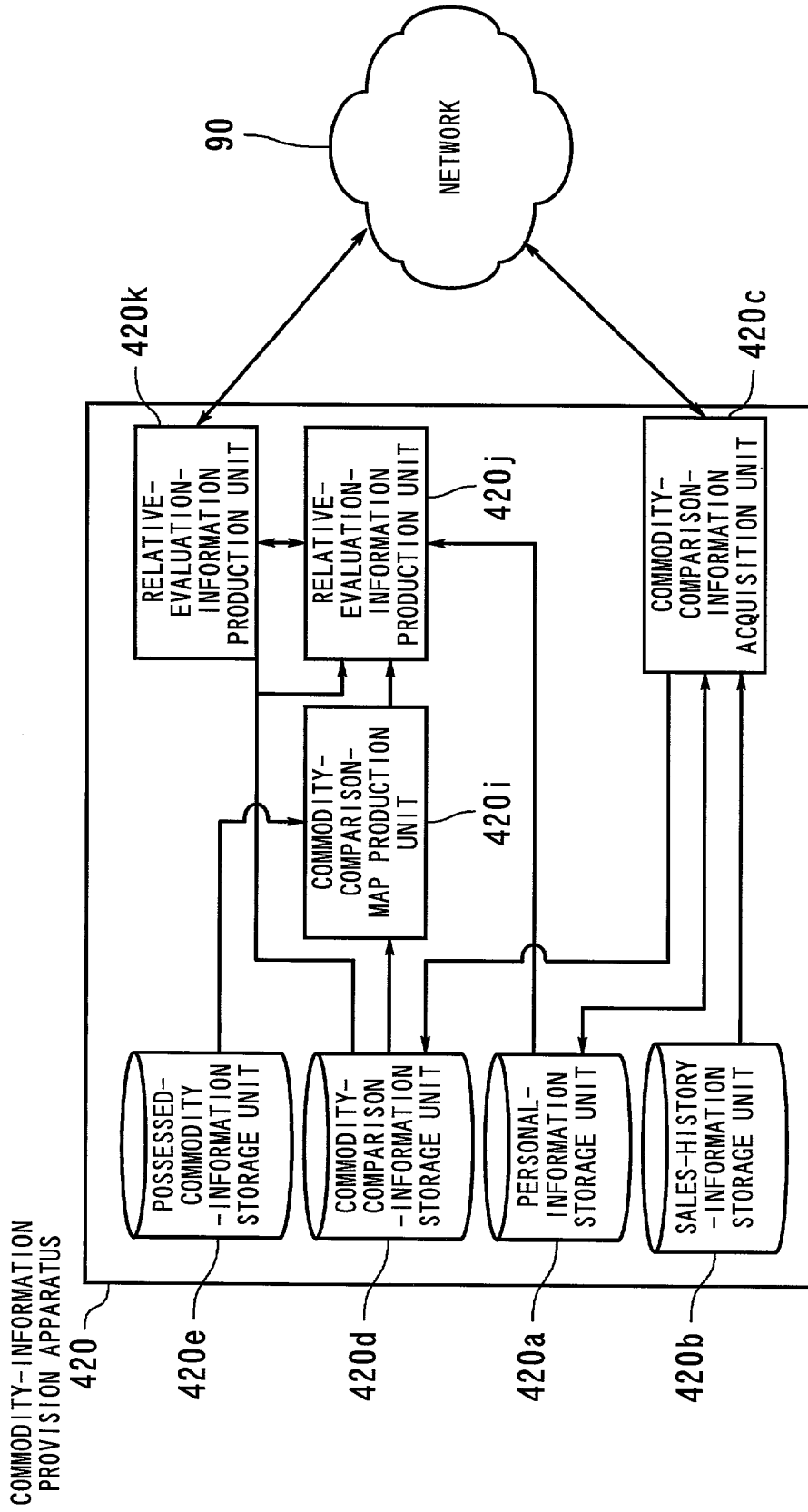


FIG. 40



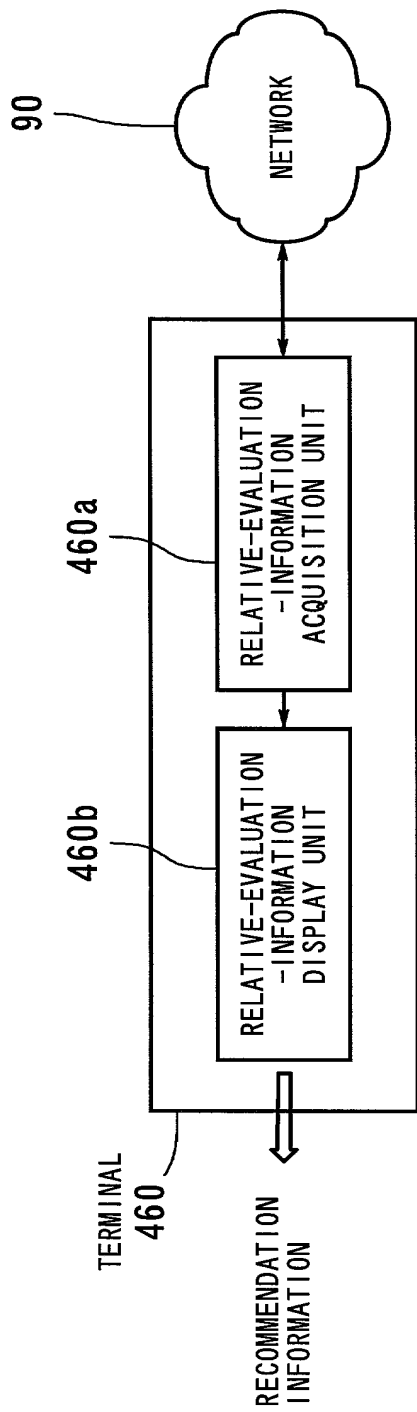


FIG. 41

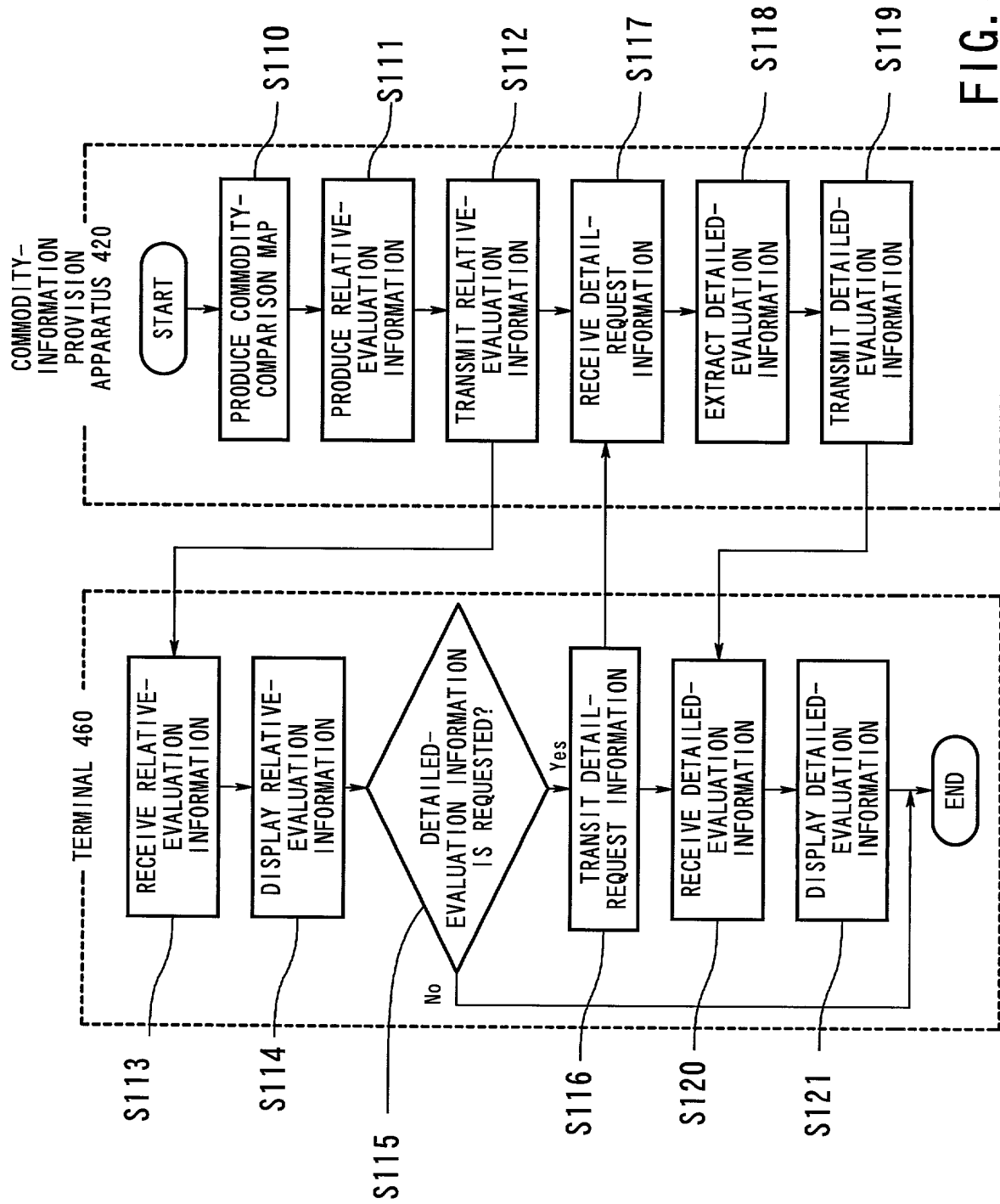


FIG. 42

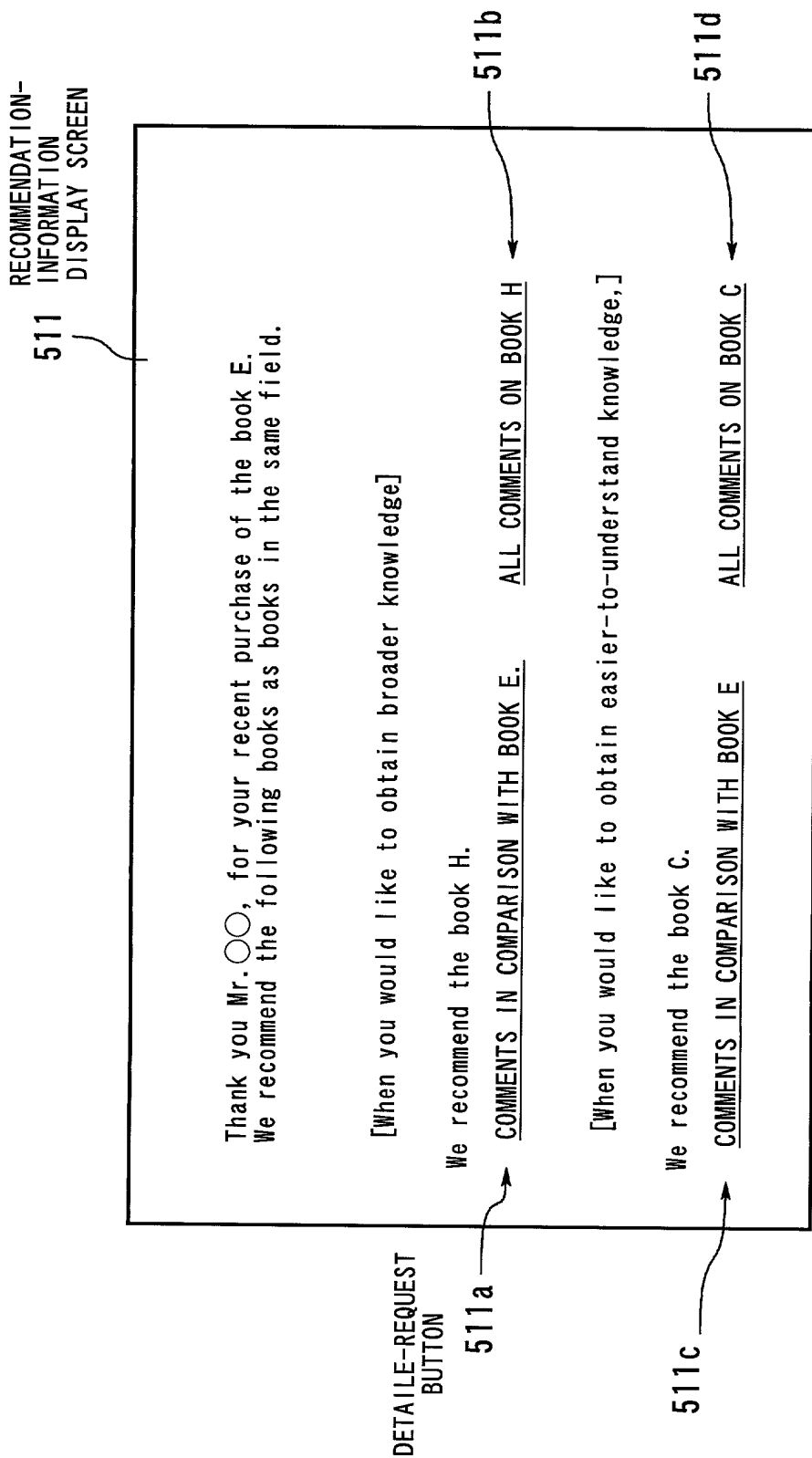


FIG. 43